

STRATEGY Global Business Development



Fast-Tracking Your Success
PLAN | PROMOTE | PROFIT

Checklist: Marketing Plan

- Inputs
 - ✓ Goals
 - ✓ Influencers & Resources
 - ✓ Market Analysis & Competitive Landscape
 - ✓ Demand Analysis & Timeline
 - ✓ Targets, Objectives, Knowing Purchasing Behavior
- Segmentation: Understanding the Target Audience & Motives
 - ✓ Trends in engagement & conversion
 - ✓ Demographics
- Integrate Consistent Persuasive Positioning (Brand Identity)
 - ✓ [Brand Identity: Foundation for Conversion](#)
- Objectives
 - ✓ Conversion Thresholds & Sales Quotas: Projections
 - Mix: customers, revenue, retention
 - ✓ Market Share
 - ✓ Reach, Awareness, Recognition
- Reach, Positioning Against the Competition, Mix
 - ✓ Promotional Channels
 - i.e. Outbound, Inbound, PR, SMM, SEM
 - ✓ Tactical Campaigns
 - Systems, Processes, Replication, Automation
 - ✓ Cost, Frequency, Efficiency, Effectiveness
- Measurement & Review
- Contingencies

Catapult Profitability with Proven Expertise:

T Buckman, MBA
US Based, International Reach



Executive Consultant: Specialized Generalist
Australia, Europe, GCC, Indonesia, Japan, Peru, Singapore



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Time is the one resource we cannot manufacture or reproduce.