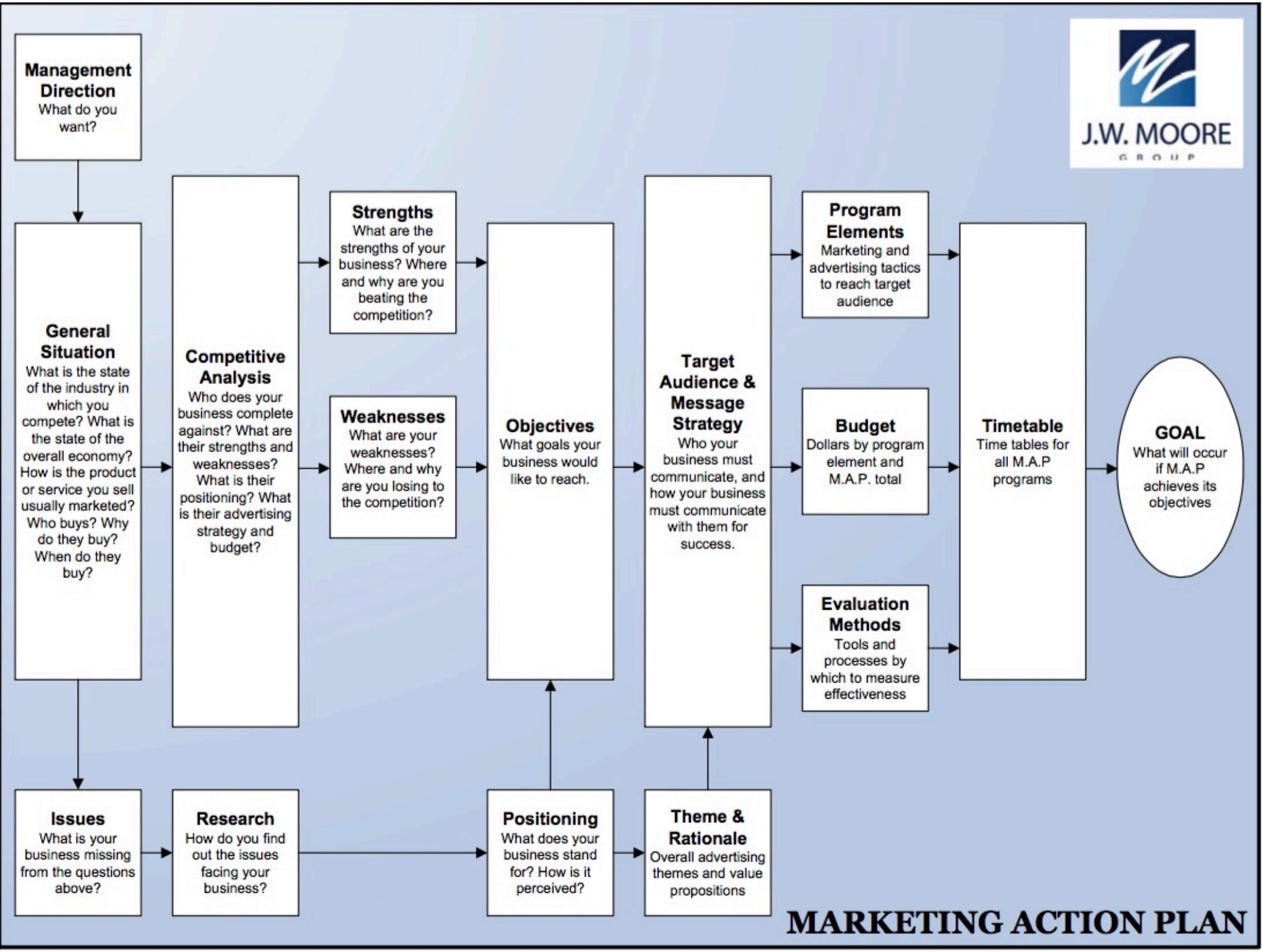
J.W. MOORE
GROUP
Management Direction
What do you want?
General Situation
What is the state of the industry in which you compete? What is the state of the overall economy? How is the product or service you sell usually marketed? Who buys? Why do they buy? When do they buy?
Competitive Analysis
Who does your business complete against? What are their strengths and weaknesses? What is their positioning? What is their advertising strategy and budget?
Strengths
What are the strengths of your business? Where and why are you beating the competition?
Weaknesses
What are your weaknesses? Where and why are you losing to the competition?
Objectives
What goals your business would like to reach.
Target Audience & Message Strategy
Who your business must communicate, and how your business must communicate with them for success.
Program Elements
Marketing and advertising tactics to reach target audience
Budget
Dollars by program element and M.A.P. total
Evaluation Methods
Tools and processes by which to measure effectiveness
Timetable
Time tables for all M.A.P programs
GOAL
What will occur if M.A.P achieves its objectives
Issues
What is your business missing from the questions above?
Research
How do you find out the issues facing your business?
Positioning
What does your business stand for? How is it perceived?
Theme & Rationale
Overall advertising themes and value propositions
MARKETING ACTION PLAN