



Business Goals

Goal	Complete by date	Measured by (KPI)

Market Analysis

1	<i>Have sales in industry increased, decreased, held steady in the last 3 years?</i>
2	<i>Is there a potential white space in the market?</i>
3	<i>What product(s) are driving category growth?</i>
4	<i>Are there any trends affecting the market?</i>

Competitive Analysis

Top Competitors	Strengths	Weaknesses



Target Customer Personas

Description	Persona #1 Primary	Persona #2 Secondary	Persona #3 Emerging /potential
Gender			
Age range			
Profession			
Income range			
Education			
How do they use product or service?			
What social platforms do they use?			
Interests			
Behaviors			
Other			

Paste any photos or items that relate to your personas below to help you visualize your customers and who they are.



Marketing Objectives

What are your top objectives for your marketing budget? What are you looking to achieve?

Objective	Complete by date	Measured by (KPI)
<i>Increase sales on x channel by x% or \$X</i>		<i>YOY comp sales</i>
<i>Increase social followers by X on X channel</i>		<i># of social followers</i>
<i>Increase customers by X</i>		<i>YOY % increase in # of customers</i>

Marketing Strategies

How are you going to achieve the above objectives? How will you know if you've succeeded?

Objective	Strategy / Target Audience	Tactics
<i>Increase social followers by X on channel X</i>	<i>Create a campaign to connect with persona #1 connecting with their love of product attribute X.</i>	<i>Social advertising on channel X, targeted to persona #1</i>