

# **MARKETING STRATEGY FOR**

## **GENERAL OVERVIEW**

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**Business Strengths**

**Business Weaknesses**

### ***BUSINESS GOALS***

**Profit**

**Sales**

**Marketing**

### ***POSITION IN THE MARKETPLACE***

**Description of Our Customers**

**Our Customers' Needs**

**Why Our Customers Choose Us**

**What Sets Us Apart From the Competition**

## **MARKETING CAMPAIGN SPECIFICS**

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### ***STRATEGY***

**Goals of the Campaign**

**Campaign Focus: Specific Products or General Promotion?**

**Products to be Advertised**

**Measurements of Success**

Evaluation of Effectiveness

**MESSAGE**

*Our Marketing Message:*

**TIME FRAME**

Campaign Start Date

Length of Campaign

**BUDGET**

Annual Marketing Budget

Budget For This Campaign

Cost-Saving Measures