

Building The Strategic Marketing Growth Plan	30-45 Days
	<p style="text-align: center;"><u>Section 1: Plan Discovery</u></p> <p>Discovery – Internal / External Discovery Questions Internal Responses External Assumptions</p> <p>Customer Value Hierarchy Customer Hot Buttons Collect Testimonials Collect /Create Case Studies</p> <p>Clarify Growth Objectives Assumptions & Drivers Financial Projections Budgets Marketing Metrics Customer Long Term Value</p> <p>Determine Data Base & Software Needs Data Base Requirements CRM requirements</p> <p>Segmentation & Strategic Direction Determine Priority Markets Competitive Positioning Growth Potential Product /Service Capabilities Identify Target Market & Appropriate Media Go To Market Strategy</p> <p>Analyze Sales Process Lead generation Closing procedure Follow up</p> <p>Finalize Plan Feedback /Gain Agreement Lock-in Growth Objectives Budget Agreement</p>
Communication Execution	<p style="text-align: right;">ONGOING</p> <p style="text-align: center;"><u>Section 2: Plan Implementation & Execution</u></p> <p>Communication Pieces Create Lead Generators Create Marketing Tools Plan & Acquire Media Install Metrics Schedule (Hopper) Program</p> <p>Maximize & Optimize Create Strategic Alliances Determine Joint Venture Opportunities Set Up Referral Program Up Selling & Maximization Opportunities</p> <p>Marketing Plan Overview/Cost Worksheet Set Budgets Budget Approval Processes</p> <p>Return on Investment Report On Sales Prices / Gross Profit Report On Advertising Medium Costs</p>

