Marketing Strategy

Template

*Use the previous year’s plan as the basis for future annual planning.*

*Track your efforts, take notes, and conduct periodic evaluations to incorporate lessons learned into future plans.*

# Strategic Principles

1. Vision and Mission Statement (as it relates to Promotion and marketing)
2. Marketing Objectives

## Market and Environmental Analysis

1. SWOT Analysis
2. Situational Analysis
   1. The Environment
   2. Our Competitors
   3. Market trends, forces/changes, disruptions

## Target audience(s)/market(s)

1. Who is/are our target audience(s)?
2. Marketing objective for each target audience?

## Product/Service

1. What is our commercial corridor’s value proposition? As a destination?
2. Benefits for our target audiences/markets

## Marketing Mix

1. Product, Place, Price, Promotion for each target market
2. Key messages for each target market

## Marketing & Promotional Channels

1. Channel/audience matching: What do we need to do (and where) to reach our target audience(s)
2. Public Relations, News, and Media
3. Personal/Direct communication/Selling
   1. Email/Newsletter:
4. Events
   1. Local events
   2. Regional/national events, consumer shows, …
5. Digital channels
   1. Website
   2. Blog
   3. Newsletters
   4. Social Media
      1. Twitter
      2. Instagram
      3. Facebook
      4. YouTube
      5. Others

## Marketing Budget and Resources

## Annual Budget

1. Staff
2. Tools and equipment

## Measurement and Tracking

1. Key performance indicators
2. Goals and measurable outcomes