

DATE RANGE: \_\_\_\_\_

<b>VISION</b> What qualitative / quantitative outcomes are you striving for?	<b>Strengths</b>  <b>Weaknesses</b>  <b>Opportunities</b>  <b>Threats</b>	<b>SHORT TERM STRATEGY</b> Activity(ies) you'll be undertaking in this timeframe.		<b>LONGER TERM STRATEGIES</b> Initiatives to put in place for long-term growth.	
		<b>SHORT TERM APPROACH 1</b> (e.g., Content Marketing)  Budget: _____	<b>SHORT TERM APPROACH 2</b> (e.g., E-Mail)  Budget: _____	<b>LONGER TERM APPROACH</b> (e.g., Social Media)  Budget: _____	
<b>MISSION</b> What purpose do you serve to your audience?	<b>USP</b> What makes your services / products unique from competitors?	<b>APPROACH #1 GOALS</b> Document the outcomes you want from this marketing approach, e.g. 10% increase in sales...	<b>APPROACH #2 GOALS</b>	<b>APPROACH GOALS</b>	

**TARGET MARKET**

<b>PERSONAS</b>	<b>PERSONA ONE:</b> _____ Description:	<b>PERSONA TWO:</b> _____ Description:	<b>PERSONA THREE:</b> _____ Description:
	<b>AGE:</b> ____ <b>SEX:</b> Male / Female <b>INCOME:</b> _____	<b>AGE:</b> ____ <b>SEX:</b> Male / Female <b>INCOME:</b> _____	<b>AGE:</b> ____ <b>SEX:</b> Male / Female <b>INCOME:</b> _____
	<b>LOCATION:</b> _____ <b>EDUCATION:</b> _____	<b>LOCATION:</b> _____ <b>EDUCATION:</b> _____	<b>LOCATION:</b> _____ <b>EDUCATION:</b> _____
	<b>CHALLENGES / GOALS :</b>	<b>CHALLENGES / GOALS :</b>	<b>CHALLENGES / GOALS :</b>