

MARKETING STRATEGIC PLANNING CHECKLIST

BUSINESS BASICS

- Establish your business goals
- Refine your brand identity
- Understand your target audiences

MARKET ANALYSIS

- Understand your strengths, weaknesses, opportunities & threats
- Learn what's trending in your industry
- Learn what the future of the industry will be
- Understand your competitors
- Know what makes your brand different

MARKETING STRATEGY

- Know where your target audience hangs out online & in-person
- Learn what will be most effective
- Hire a strategist to help with the details

