

CAMPAIGN NAME

DATE:

LOGO

BUSINESS

Mission Statement

Answer these questions and then combine them into a short paragraph: What do we do? How do we do it? Who are we doing it for? What value are we bringing to the table?

Business Objectives

Make sure they're SMART.

Short Term (3 month period)	
Medium Term (12 month period)	
Long Term (5 year period)	

Our Unique Selling Proposition

Main selling point

Additional reasons to buy

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
What we're good at. What's working. What our customers like about us.	What we want to fix. What we want to strengthen. What we want to become more efficient at.	What the industry might soon want. What we think we'll be good at. What will be our difference-maker.	What we think could hinder our growth. What/who we think could take our customers.
Enter strengths here	Enter weaknesses here	Enter opportunities here	Enter threats here

Competitors

Name	Competitor's Key Selling Points	How do we differentiate

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BRAND

Brand purpose

What do you exist to achieve?

Positioning

Where do you fit in the market? What's your niche?

Brand values

What do we believe in?

Personality

What are we like as a person?

MARKETING

Target Market

Target 1	Key demographic information
Target 2	Key demographic information
Target 3	Key demographic information

Customer Personas

See Buyer Persona template to complete an in depth analysis of your customers and prospects.

Competitors

Marketing Initiative	Goal	Metrics	Timeframe	Budget

Plot this activity against a calendar using our Marketing Plan Timeline