

# Marketing Strategy on a Page

<i>Where are we today?</i>	<i>Where are we going?</i>		<i>How are we going to get there?</i>	
SWOT Analysis	Vision	Objectives	Initiatives	Risks / Barriers
<p><b>Strengths:</b></p> <p><b>Weaknesses:</b></p> <p><b>Opportunities:</b></p> <p><b>Threats:</b></p>	<p>To build [insert company] brand through effective partnerships with key organizations within the region; leveraging .... to build a trusted brand image among [list key constituents/audiences].</p>	<p>1. <b>Leverage</b></p>		
		<p>2. <b>Challenge</b></p>		
	<b>Critical Constituents</b>	<p>3. <b>Ensure</b></p>		
	<b>Target Prospects:</b>	<p>4. <b>Overcome</b></p>		
	<b>Key Partnerships:</b>	<p>5. <b>Deliver</b></p>		
	<b>Political Influencers:</b>	<p>6. <b>Communicate</b></p>		
		<p>7. <b>Manage</b></p>		
		<p>8. <b>Educate</b></p>		
		<p>9. <b>Build</b></p>		
<b>Current Market Status</b>				<b>Key Sponsorships/Events</b>
<p><b>Market Scenario:</b></p> <p><b>Key Stats:</b></p> <p><b>Projected Marketing Spend:</b></p>				<p><b>Events:</b></p> <p><b>Sponsorships:</b></p>