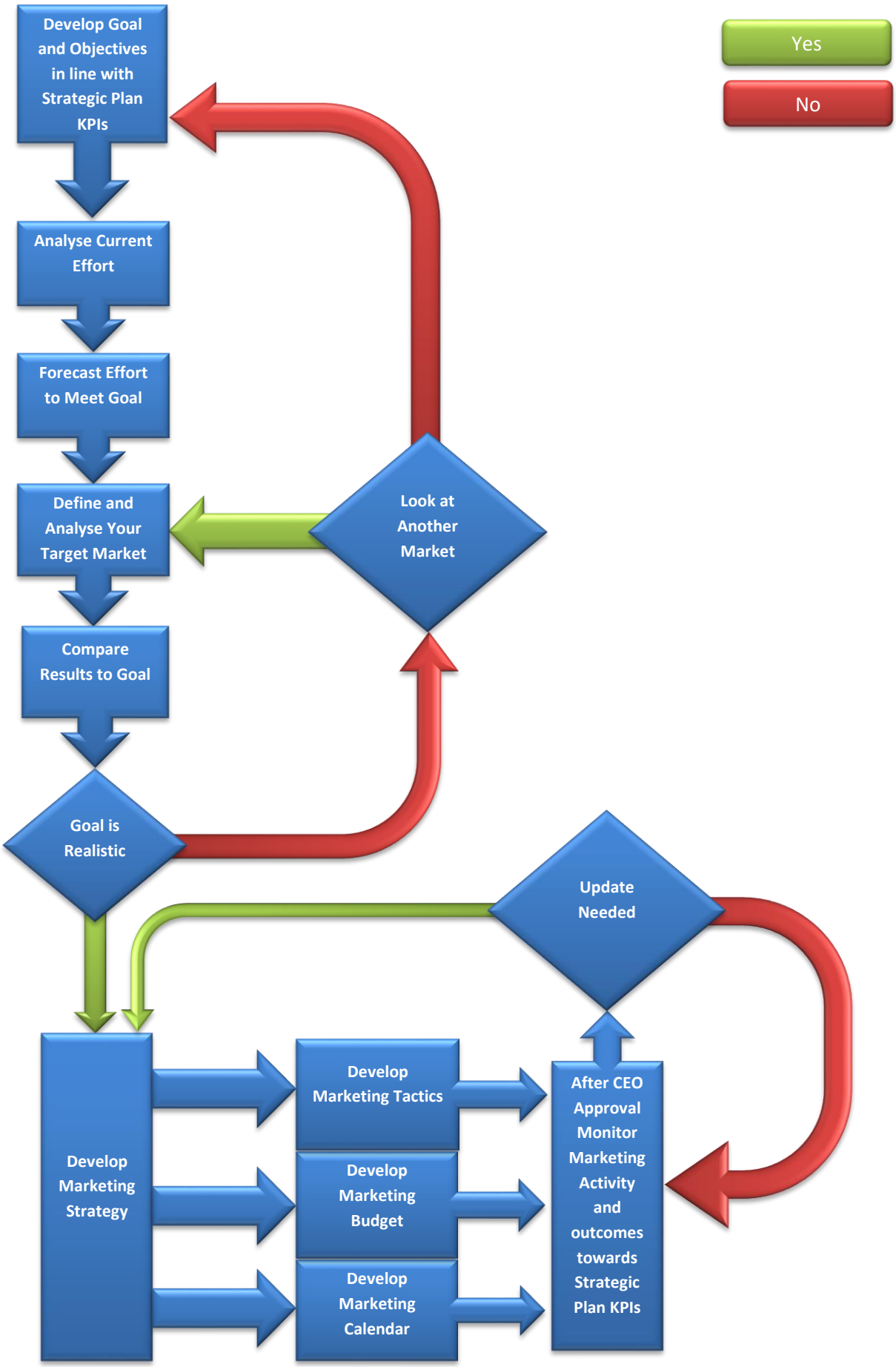
Develop Goal and Objectives in line with Strategic Plan KPIs
Analyse Current Effort
Forecast Effort to Meet Goal
Define and Analyse Your Target Market
Compare Results to Goal
Goal is Realistic
Look at Another Market
Yes
No
Update Needed
Develop Marketing Strategy
Develop Marketing Tactics
Develop Marketing Budget
Develop Marketing Calendar
After CEO Approval Monitor Marketing Activity and outcomes towards Strategic Plan KPIs