

# Marketing Strategic Planning Template



## Vision Statement

State where the organization wants to go, what it wants to accomplish.

**Example:** Drive efficient growth by focusing on customer value, successful evolution of the marketing function and continual optimization of brand value.



## Statement of Strategy

Develop a concise statement to summarize the essence of the plan, the target state and required initiatives.

**Example:** To help achieve company goals of improving growth by providing solutions that help business partners make better B2B decisions.

## Current State

**It is** Key metrics characterizing your current state

**Do**

- Accurately measure the organization's location and progress toward target state
- Capture risks to achieve mission-critical business priorities

**Don't**

- Create overly detailed metrics related to day-to-day performance

**Example:** Marketing influenced sales pipeline - 500M USD in FY 2024, 60% from existing customers

**Example:** Brand health - Net Promoter Score 25+

## Plan

**It is** Initiatives required to achieve the target end state

**Do**

- Remove conflicting views
- Build strong buy-in
- Align resources and attention

**Example:** Implement targeted digital advertising as part of the integrated account-based marketing program to increase MQLs.

**Example:** Launch new master brand campaign internally and externally.

**It is** Assumptions that must be true for the plan to succeed

**Do**

- Communicate explicitly
- Specify quantifiable thresholds
- Allow for real-time course corrections

**Example:** Return to face-to-face events and scaling of hybrid experience events will enable the reestablishment of valuable lead-generation opportunities.

**Example:** Able to recruit a new strategic brand agency by Q24.

**Don't**

- Push ahead without consensus and buy-in

## Future State

**It is** Key metrics above starting your target state

**Do**

- Describe the organization's desired end state
- Set goals to determine when the end state will be reached

**Don't**

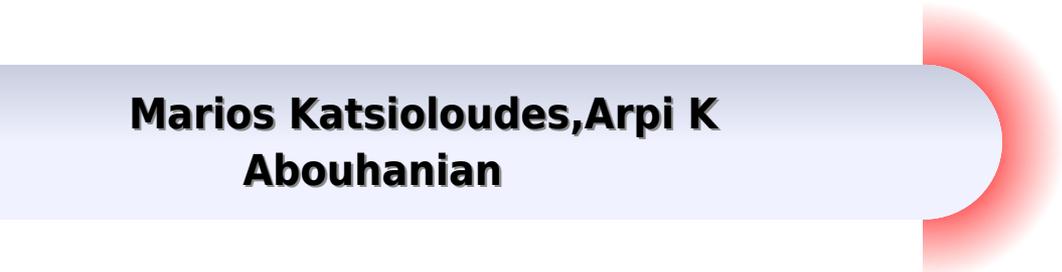
- Target outcomes too distant from the current state

**Example:** MQLs grow by 10% year-over-year. 50% percent of MQLs growth to come from existing customers.

**Example:** NPS up from -25 to +40 by end of 2024.

# Strategic Marketing An Introduction

**Marios Katsioloudes, Arpi K  
Abouhanian**



## **Strategic Marketing An Introduction:**

*Strategic Marketing* Tony Proctor, 2014-02-25 Fully updated and revised to include the latest case studies and examples from a broad range of industry sectors this second edition of *Strategic Marketing An Introduction* is a concise thorough and enlightening textbook that demonstrates how organizations can cope with a myriad of demands by better understanding themselves their products or services and the world around them From assessing internal relationships to planning and implementing marketing strategies and featuring analysis of relationship marketing and strategic alliances Proctor uses insights from a range of key models and theoretical frameworks to illustrate how an organization can successfully take advantage of strategic windows to improve its position Core issues covered include marketing strategy analyzing the business environment the customer in the market place targeting and positioning marketing mix strategy This textbook is the complete guide to assessing and imposing a realistic and successful marketing strategy to fit an organization its resources and objectives and the environment in which it operates Accessibly written and supported by a user friendly companion website this new edition of *Strategic Marketing An Introduction* is an essential resource for all students of marketing and business and management

**Strategic Marketing Planning** Karel Jan Alsem, 2023-11-01 This book provides a uniquely practical approach to strategic marketing planning Combining a comprehensive overview of theory with practice each chapter takes the reader step by step through the strategic marketing process Beginning with situation analysis it moves on to marketing strategy targeting and brand positioning and finally details the overall implementation and creation of customer values This second edition has been fully updated to integrate both sustainability and digitalization throughout the whole strategic planning process covering analyzing consumer needs setting goals choosing a brand positioning and marketing communication Subjects such as big data AI online behavioral targeting influencer marketing and social media are explored accompanied by plentiful examples A unique feature is the full integration of sustainability within normal marketing led by a new customer value model *Strategic Marketing Planning* equips the reader with the necessary tools and techniques to develop and deliver a thorough and effective marketing strategy With a broad range of international case studies that bring the theory to life this well renowned text is vital reading for undergraduate and postgraduate students of marketing management and strategic marketing It should also be of interest to marketing practitioners who want a clear overview to aid them in the planning process Support materials include PowerPoint slides

**Strategic Marketing**, 2018 *Absolute Essentials of Strategic Marketing* Tony Proctor, 2020-05-17 Strategic marketing is a complex topic and this short form textbook illuminates its fundamental elements to provide a bird's eye view of the field for students of marketing strategy Focused on the marketing of goods and services the book highlights how incremental changes in the market environment drive changes to marketing strategies The author an experienced marketing expert uses the concept of strategic windows to facilitate student understanding looking at how firms can best anticipate and react to opportunities and threats Enhanced by

text features such as essential summaries focused references and additional online supplements this very short introduction enables the reader to zero in on the core priorities for strategic marketers The result is a volume that is valuable reading for marketing students around the world

*Strategic Marketing* David W. Cravens,1997 The author of this text argues that the role of strategic marketing in business performance is demonstrated in the market driven strategies of successful organizations competing in a wide array of product and market situations The escalating importance of providing customer satisfaction responding to diversity in the marketplace developing new products and recognizing global competitive challenges require effective marketing strategies for gaining and keeping a competitive edge The text examines the concepts and processes for gaining competitive advantage in the market place

Marketing Gary Armstrong,Philip Kotler,2005 How do we get you moving By placing you the customer in the driver s seat Marketing introduces the leading marketing thinking on how customer value is the driving force behind every marketing strategy Fasten your seatbelt Your learning journey starts here [www.prenhall.com/kotler](http://www.prenhall.com/kotler)

*An Analysis of Business Level Strategic Marketing Objectives* Marian Chapman Burke,1982

Strategic Marketing Plan Master Guide Robert E. Stevens,1982

**Key Account Management** Diana Woodburn,Malcolm McDonald,2012-11-13 This book is crammed with distilled practical wisdom for key account managers and their directors Organizations claiming to practise key account management should equip everyone involved with a copy so they really understand what they are supposed to be doing Anything less is just old fashioned selling Developing successful business to business relationships with more customers in highly competitive markets requires processes and skills that go beyond traditional selling activity The very best state of the art strategies are set out clearly in this book by intentionally known authors who have worked at the highest levels with more key and strategic account managers worldwide than probably any other leading advisors Based on the hugely influential KEY CUSTOMERS it looks at Why has account management become so critical to commercial success What are the key challenges and how do successful companies respond What part does key account management play in strategic planning How do companies build profitable relationships with their customers How does key account management actually work What does a successful key account manager look like and what skills does he she need How should key account managers be evaluated and rewarded How do companies achieve key account management By addressing these key questions Woodburn and McDonald provide tools and processes for success honed by tough consultancy projects with the boards of some of the world s leading companies The book stresses the elements that really matter from developing a customer categorization system that really works and analyzing the needs of key accounts to understanding the new skills required by key account managers and ensuring that key account plans are implemented The real world approach is backed by tested principles and the latest research from the renowned Cranfield School of Management Key Account Management comes from authors who have taught leading companies how to approach their most powerful and demanding customers and still make money It is essential reading for all senior management with

strategic responsibility for key or strategic account directors and for marketing and sales executives The clear and authoritative approach also makes it an outstanding text for the serious MBA and executive student as well as business to business company directors and key account managers

**Strategic Management** Marios Katsioloudes, Arpi K Abouhanian, 2009-11-04 Strategic Management has a unique approach goes beyond the traditional application for the for profit sector to address issues for the non profit sector It is the only graduate level text that approaches strategic management from a global cultural perspective

**Instructor's Manual to Accompany Strategic Marketing Problems** Roger A. Kerin, Robert A. Peterson, 1984 Forty five contemporary marketing cases focusing on major decisions faced by marketing executives present a diverse set of issues in a variety of industries Sixty percent of the cases are new revised or updated for this edition sixth edition was 1993 This annotated instructor s edition provides information on case introductions computational work supplementary data teaching suggestions as well as notations which link specific topics or cases to corresponding sections in the Instructor s Manual Annotation copyright by Book News Inc Portland OR

**Strategic Marketing Concepts of Airlines in the German Passenger Market. Present Challenges** Susanne Bölke, 2014-03-24 Master s Thesis from the year 2013 in the subject Business economics Offline Marketing and Online Marketing grade 1 0 University of Applied Sciences Bremen course Internationales Management language English abstract On the German passenger market airlines approach different business concepts in order to cope with the threats and to be successful The case of the Lufthansa Passenger Airline and its subsidiary Germanwings has been discussed many times currently Together they have implemented a restructured concept of the Low Cost Carrier Germanwings in order to overcome their weaknesses The purpose of this paper is to evaluate the potential of economic success of this strategy change Therefore the paper comprises three main areas The first one is the theoretical part which explains the differences between Full Service Network Carriers Low Cost Carriers Regional Carriers and Leisure Carriers Secondly the analysis takes place by applying Porter s five forces model Subsequently the strengths and weaknesses of the Lufthansa Passenger Airline and Germanwings are highlighted and the new business concept is introduced Finally all findings are put into relation using the SWOT analysis

**Strategic Marketing Management** Richard M.S. Wilson, Colin Gilligan, 2012-08-06 This third edition of Strategic Marketing Management confirms it as the classic textbook on the subject Its step by step approach provides comprehensive coverage of the five key strategic stages Where are we now Strategic and marketing analysis Where do we want to be Strategic direction and strategy formulation How might we get there Strategic choice Which way is best Strategic evaluation How can we ensure arrival Strategic implementation and control This new revised and updated third edition has completely new chapters on The Nature and Role of Competitive Advantage and The Strategic Management of the Expanded Marketing Mix and extensive new material covering The changing role of marketing Approaches to analysing marketing capability E marketing Branding Customer relationship management Relationship management myopia The decline of loyalty The book

retains the key features that make it essential reading for all those studying the management of marketing a strong emphasis on implementation up to date mini cases and questions and summaries in each chapter to reinforce key points Widely known as the most authoritative successful and influential text in the sector the new edition remains an irreplaceable resource for undergraduate and graduate students of business and marketing and students of the CIM Diploma *Strategic Marketing* Douglas West, John Ford, Essam Ibrahim, 2010-03-25 This text discusses how companies create competitive advantage through strategic marketing Using established frameworks and concepts it examines aspects of marketing strategy and thinking It provides examples to facilitate the understanding of theoretical concepts **Strategic Marketing for Educational Institutions** Philip Kotler, Karen F. A. Fox, 1985 Part IV discusses establishing a marketing mix through designing and pricing educational programs making educational programs available to intended audiences communication with publics and advertising the programs offered Part V deals with applying marketing principles attract and retain both students and financial support Finally Part VI deals with evaluating the effectiveness of marketing efforts **17 - Problems of Traditional Strategy, Marketing, Sales** Marjorie Cooper, 2010-04-08 The definitive guide to the theory of constraints In this authoritative volume the world's top Theory of Constraints TOC experts reveal how to implement the ground breaking management and improvement methodology developed by Dr Eliyahu M Goldratt Theory of Constraints Handbook offers an in depth examination of this revolutionary concept of bringing about global organization performance improvement by focusing on a few leverage points of the system Clear explanations supplemented by examples and case studies define how the theory works why it works what issues are resolved and what benefits accrue and demonstrate how TOC can be applied to different industries and situations Theory of Constraints Handbook covers Critical Chain Project Management for realizing major improvements in delivering projects on time to specification and within budget Drum Buffer Rope DBR Buffer Management and distribution for maximizing throughput and minimizing flow time Performance measures for applying Throughput Accounting to improve organizational performance Strategy marketing and sales techniques designed to increase sales closing rates and Throughput Thinking Processes for simple and complex environments TOC methods to ensure that services actions support escalating demand for services while retaining financial viability Integrating the TOC Thinking Processes the Strategy and Tactic Tree TOC measurements the Five Focusing Steps of TOC and Six Sigma as a system of tools for sustainable improvement **Handbook of Strategic e-Business Management** Francisco J. Martínez-López, 2013-11-19 This research handbook provides a comprehensive integrative and authoritative resource on the main strategic management issues for companies within the e business context It covers an extensive set of topics dealing with the major issues which articulate the e business framework from a business perspective The handbook is divided into the following e business related parts background evolved strategic framework for the management of companies key business processes areas and activities and finally emerging issues trends and opportunities with special attention to diverse

Social Web related implications The articles are varied timely and present high quality research many of these unique contributions will be especially valued and influential for business scholars and professionals interested in e business Many of the contributors are outstanding business scholars who are or have been editors in chief of top ranked management and business journals or have made significant contributions to the development of their respective fields *Agriculture, Rural Development, Food and Drug Administration, and Related Agencies Appropriations for 2009* United States. Congress. House. Committee on Appropriations. Subcommittee on Agriculture, Rural Development, Food and Drug Administration, and Related Agencies,2008 *Strategic Marketing. A Learner's Reflection Portfolio* Sixbert Sangwa,2021-05-20 Essay from the year 2017 in the subject Business economics Offline Marketing and Online Marketing grade 74 University of South Wales Business School course Strategic Marketing language English abstract The purpose of this reflective work is to focus on the academic knowledge accumulated throughout the strategic marketing module and the professional benefits received while critically analysing Amazon s case towards marketing strategies The University of South Wales s Strategic marketing module aims to equip participants with skills and ability to evaluate the key concepts associated with strategic marketing in the overall business strategy and to critically evaluate the difference between a good practice of strategic marketing and a short professional practice While marketing was a new but interesting field to me I ensured to apply a deep learning approach in order to capture the most essentials Interestingly my first course assignment attempts to evaluate Amazon s digital marketing strategy which pertains with the recent development that led to a renewed interest in digital and rendered marketing more challenging Amazon was used in my first assignment to primarily help understand how rewarding internet marketing is and then appreciated customer centric marketing strategies a reflection that is presented in this work

**Strategic Marketing Decisions in Global Markets** Isobel Doole,Robin Lowe,2005 This groundbreaking text analyses the decisions within the overall planning process of strategy development within a global context The text identifies the issues faced at each stage of the strategic process and focuses on how more effective decisions can be made with the marketing environment Strategic Marketing Decisions in global markets meets the needs of marketing students and practitioners in an up to date and innovative manner It recognises the increasing time pressures of both students and managers and so strives to maintain the readability and clarity through a straightforward and logical structure that will enable them to apply their learning to the tasks ahead

## **Strategic Marketing An Introduction** Book Review: Unveiling the Power of Words

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<https://www.demo.boostly.co.uk/data/book-search/Documents/We%20Will%20Stand%20By%20You%20Serving%20In%20The%20Pawnee%201942%201945.pdf>

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