

A DEFINITIVE GUIDE TO CREATING A MARKETING STRATEGY

STRATEGY PLANNING WORKSHEET

With goals on paper, it's now time to create the roadmap to making them a reality. Your marketing strategy needs to detail the exact tactics you'll use to meet your goals.

Ask yourself these questions and write down the answers. The answers will be helpful in determining what marketing tactics you'll use in the coming year.

What is my **marketing budget**?

What are the **marketing trends** in my industry?

What are the **benchmarks** I can realistically measure?

What should my **ROI goals** be?

What **team members** should be involved in this strategy?

What does our **timeline** need to look like?

Once you have completed this worksheet, begin using these answers and your Past Performance Worksheet to draft SMART goals for the coming year.

