

## Your BIGPicture Strategic Marketing Plan Includes:

### Phase 1

**Situation Analysis:** Defines the market dynamics and identifies client's position in the market as it currently exists and will summarize the current situation from an internal and external perspective.

**Industry Overview:** Defines the current market situation and explores market trends and product consumption.

**Competitive Profile:** Identifies key players in the market and defines their positions, strategies and initiatives. This section is designed to give the client a clear understanding of the competitive dynamics of the marketplace and will provide you with valuable information for developing your future strategies and target markets.

**Customer Profile:** Provides an analysis of each of the potential target markets, regarding their use of the product and the factors affecting their buying process. This information is gathered using a variety of research tactics and may include Brand Identity Guru Inc. contacting a number of organizations within each category to gather facts about the buying process.

#### **S.W.O.T. (Strengths, Weaknesses, Opportunities and Threats):**

Provides client with an in-depth view of the strengths and weaknesses of his or her organization, both from an internal and external perspective. It also defines potential opportunities and threats. This section is critical because it provides an objective summary of both perceptions and issues that will affect the success of future marketing efforts. The information is gathered using various research techniques and requires that Brand Identity Guru Inc. have access to a client's sales force, key personnel and in some cases customer base.

**Target markets:** Key target markets will be identified given the competitive situation, growth potential and product offering of the client. These markets will provide the best opportunity to develop strong brand awareness and will maximize the potential for both market share and revenue growth.

### Phase 2

**Key Objectives:** Once all of the information is gathered during Phase I of the plan, Brand Identity Guru together with the client will work as a group to define the key objectives that will be instrumental in developing future strategies and tactics.

**Positioning:** After reviewing the industry, competitive information, company objectives, Brand Identity Guru will then define the client's new positioning in the marketplace. It will tie directly to the company's strengths and will reinforce its objectives and strategies.

**Summary:** A summarization of all relevant factors and information will be completed prior to developing strategies and tactics.

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### Phase 3

**Strategies:** Brand Identity Guru Inc. will develop marketing and communication strategies that support the positioning and key objectives. These strategies will address channels of distribution, as well as define key corporate sales messaging.

**Tactics:** A list of marketing and communication initiatives that support and reinforce the company's positioning, objectives and strategies will be developed. Brand Identity Guru Inc. will identify and produce the marketing support tools that provide the largest return on investment and ones that will substantially increase a client's brand recognition and market share.

The BIGPicture Strategic Marketing Plan is a comprehensive effort that will allow a company to direct its resources toward achieving a common goal. It has been our experience that a MarCom plan plays a vital role in developing accurate messaging and provides a forum for consistently delivering those messages to your marketplace. It is the one document that ensures that every dollar spent on your efforts reinforces the corporate objectives, identity, image and brand.

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