

Get Me Started Planning Agenda

Business Section

1. One Year Plan
2. Differentiators
3. Target Market
4. Brand Voice
5. SWOT

Marketing Section

1. Benchmarking
2. PESO
 1. Paid Media
 2. Earned Media
 3. Shared Media
 4. Owned Media
3. Goals
4. Strategy
5. Objectives
6. Tactics
 1. Owned Media
 2. Shared Media
 3. Earned Media
 4. Paid Media
7. Measurement

