



SHANE CARPENTER
STRATEGIC COMMUNICATION

Strategic Planning: Fully Loaded



Fully Loaded Planning Agenda

Pre-Meeting Activities

1. Interviews
 1. Executive/Management Team
 2. Marketing Team/Channel Owners
 3. Sales Team
 4. Customer Service Team
2. Metrics
 1. Gather metrics from team in charge of each marketing channel spanning the last year

Day One: Business Section

2. Values
3. Mission Statement
4. Passion and Niche
5. Ten Year Target
6. Three Year Target
7. One Year Plan
8. Rocks
9. Obstacles
10. Differentiators
11. Brand Persona
12. Brand Voice
13. Target Market
14. Ideal Customer
15. SWOT

Day Two: Marketing Section

1. Awareness/Marketing Funnel/Buyers Journey
2. Benchmarking
3. PESO
 1. Paid Media
 2. Earned Media
 3. Shared Media
 4. Owned Media
4. Goals
5. Strategy
6. Objectives
7. Tactics
 1. Owned Media
 2. Shared Media
 3. Earned Media
 4. Paid Media
8. Measurement

