

Strategic Plan

YOUR COMPANY	
PRODUCT NAME	
DESCRIPTION	

TARGET AUDIENCE	
DISTINGUISHING CHARACTERISTICS	
SPENDING HABITS	
RELATIONSHIP TO PRODUCT	
ACCESS CHANNELS	

THE PRODUCT	
VALUE AND CREDIBILITY	
CREATIVE OUTLOOK	
KEYWORDS	

STRATEGY & OBJECTIVES	
GOAL STATEMENT	
TASK 1	
TASK 2	
TASK 3	

BUDGET	
PROJECTED COST	

ACTION TIMELINE	
TODAY	
NEXT WEEK	
NEXT MONTH	