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Strategic Marketing Plan Guideline

A strategic marketing plan is a document that outlines the overall marketing strategy for a business. It typically includes the following sections:

- Executive Summary: This section provides a brief overview of the plan, including the company's mission, goals, and target market.
- Situational Analysis: This section provides an analysis of the company's internal and external environment, including its strengths, weaknesses, opportunities, and threats.
- Marketing Objectives: This section defines the specific marketing goals that the company wants to achieve.
- Marketing Strategies: This section outlines the specific marketing tactics that the company will use to achieve its goals.
- Marketing Tactics: This section provides more detail on the specific marketing activities that the company will undertake.
- Budget: This section outlines the financial resources that the company will need to implement its marketing plan.
- Timeline: This section provides a timeline for the implementation of the marketing plan.
- Evaluation: This section outlines how the company will measure the success of its marketing plan.

The structure of a strategic marketing plan can vary depending on the size and complexity of the business. However, the sections listed above are essential for any comprehensive marketing plan.

Here are some additional tips for creating a strategic marketing plan:

- Start with your goals. What do you want to achieve with your marketing plan? Once you know your goals, you can start to develop strategies and tactics to reach them.
- Be realistic. When setting your goals, be sure to set realistic targets that you can actually achieve.
- Be flexible. The marketing landscape is constantly changing, so be prepared to adapt your plan as needed.

- Get input from others. Don't try to create your marketing plan in a vacuum. Get input from your team, your customers, and other stakeholders.
- Review and update your plan regularly. Your marketing plan should be a living document that you review and update regularly.

By following these tips, you can create a strategic marketing plan.

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Sample Strategic Marketing Plan

Executive Summary

Derartu Tulu Shoes is a company that designs and sells running shoes for women. The company's mission is to empower women to achieve their athletic goals. Derartu Tulu Shoes' target market is women who are serious about running. The company's goals for the next year are to increase brand awareness, generate leads, and increase sales.
Situational Analysis

Derartu Tulu Shoes is a relatively new company, but it has already made a significant impact in the running shoe market. The company's shoes are well-designed and well-made, and they are priced competitively. Derartu Tulu Shoes' target market is a growing market, and the company is well-positioned to capitalize on this growth.

Marketing Objectives

Derartu Tulu Shoes' marketing objectives for the next year are to:

- Increase brand awareness by 20%
- Generate 1,000 leads
- Increase sales by 15%

Marketing Strategies

Derartu Tulu Shoes will achieve its marketing objectives through the following strategies:

- Content marketing: The company will create and publish high-quality content that appeals to its target market. This content will be published on the company's website, social media channels, and other online platforms.
- Email marketing: The company will collect email addresses from its website visitors and send them regular emails with news, updates, and promotions.
- Social media marketing: The company will use social media platforms like Facebook, Twitter, and Instagram to connect with its target

market. The company will share content, run contests, and engage with its followers on social media.

- Paid advertising: The company will use paid advertising on Google and other search engines to reach its target market.

Marketing Tactics

The specific marketing tactics that Derartu Tulu Shoes will use to achieve its objectives include:

- Creating blog posts about running tips and advice
- Publishing infographics about running statistics and trends
- Hosting webinars about running training and nutrition
- Running contests on social media
- Buying Google AdWords ads
- Running Facebook ads

Budget

The total marketing budget for the next year is $100,000. This budget will be used to cover the costs of content creation, email marketing, social media marketing, and paid advertising.

Timeline

The marketing plan will be implemented over the course of the next year. The specific activities will be scheduled in a timeline that will be developed by the marketing team.

Evaluation

The success of the marketing plan will be evaluated by tracking the following metrics:

- Brand awareness
- Lead generation
- Sales

The marketing team will review these metrics on a regular basis to track the progress of the plan and make adjustments as needed.

Conclusion

Derartu Tulu Shoes is a company with a bright future. The company has a strong mission, a well-defined target market, and a comprehensive marketing plan. With the implementation of this plan, Derartu Tulu Shoes is well-positioned to achieve its goals and grow its business.