

30-60-90 DAY BUSINESS PLAN FOR MARKETING

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| PLAN TITLE | START DATE | END DATE | PREPARED BY |
|------------|------------|----------|-------------|
| | | | |

| STATUS | MAIN GOAL | X | DAY 1-30 ACTIVITIES | X | DAY 30-60 ACTIVITIES | X | DAY 60-90 ACTIVITIES |
|--------|------------------------------------|---|------------------------|---|----------------------------------|---|-------------------------------|
| | Develop Marketing Strategy | | Determine Buying Cycle | | Determine the Marketing Mix | | Establish Marketing Budget |
| | | | Develop branding | | | | |
| | Define / Prioritize Goals | | Business Goals | | Sales Goals | | Financial Goals |
| | | | | | Marketing Goals | | |
| | Perform Situational Analysis | | | | 5C Analysis | | Porter's Five Forces Analysis |
| | | | | | SWOT Analysis | | |
| | Define Target Market | | Information Collection | | Detail Pain Points and Solutions | | |
| | | | | | Create Buyer Persona | | |
| | Determine Unique Value Proposition | | | | | | |
| | Identify Core Capabilities | | | | | | |
| | Create Financial Plan | | | | | | |
| | Identify Standards of Performance | | | | | | |
| | Determine Results Tracking Methods | | | | | | |
| | Other | | | | | | |

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