



Gather Analytics And Statistics

- Drive audience traffic online
- Set specific campaign measurements
- Use data and analytics to refine and enhance future efforts



Assess The Current Market Landscape

- Understand your competitive market landscape and where you fit in it
- Define and describe product offering
- Confirm customer needs are addressed
- Close gaps and seize market opportunities



Publish & Share

- Leverage all channels and mediums
- Target multiple audience touch-points
- Monitor market changes and be prepared to respond



Identify Goals & Objectives

- Strategic Planning
- Allocate budgets to each requirement
- Prioritize deliverables based on need



Set The Creative Approach

- Develop campaign ideation
- Apply content and positioning
- Ensure brand continuity



Allocate Teams & Resources

- Determine required skill sets
- Establish strategic partners as needed
- Assign team leaders and project

