

## **INPUTS**

### **Business Plan:**

Creation of the business plan is a subjective process in which company executives meet to determine how much they want to sell the next year. The business plan states the overall sales, profit, and capital required to achieve the corporate growth and ROI objectives.

### **Customer Strategy:**

A company's customer strategy encompasses broad decisions regarding:

Who is the customer and what are the customer segments?

What will be offered to them? (e.g. products, services, an end-to-end experience, etc.)

What channels will be used to interact and bring offerings to the customer?

Why will the customer buy from our company?

### **Marketing Strategy:**

The marketing strategy is the method of operationalizing the customer strategy and focuses on specific ways to stimulate demand within specific, targeted segments of the consumers. The marketing strategy would include:

Determination of brand objectives that state fiscal goals for the brand

Determination of a brand strategy that supports the brand objectives

Development of positioning to differentiate the brand for a given target audience

Development of marketing objectives for each segment of the target audience

Development of tactical plans that specify how the marketing objectives will be met

Selection of marketing tactics that fulfill the tactical plans' specifications