

The **Social** Brand

MARKETING PLAN OUTLINE

Executive Summary

The executive summary simply summarizes the findings of this report.

Business Identity

Core Values

Vision Statement

Mission Statement

Goals

Tagline

Products/Services Offered

Current Challenges Being Faced

Summary of Current Marketing

Branding Audit

Website Audit

SEO Audit

Social Media Audit

Email Marketing Audit

Competitor's Analysis

Top 3 Competitors

Summary of Each Competitor's Current Marketing

Target Audience

Persona #1

Persona #2

Persona #3

Summary of Future Recommendations

Phase 1

Phase 2

Phase 3

