

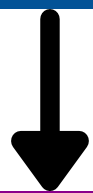


# **STRATEGIC ADVERTISING PLAN**

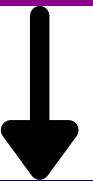
MISSION



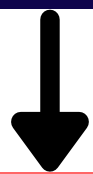
SITUATION ANALYSIS



MARKETING STRATEGY



MARKETING MIX



IMPLEMENTATION AND CONTROL

# MISSION

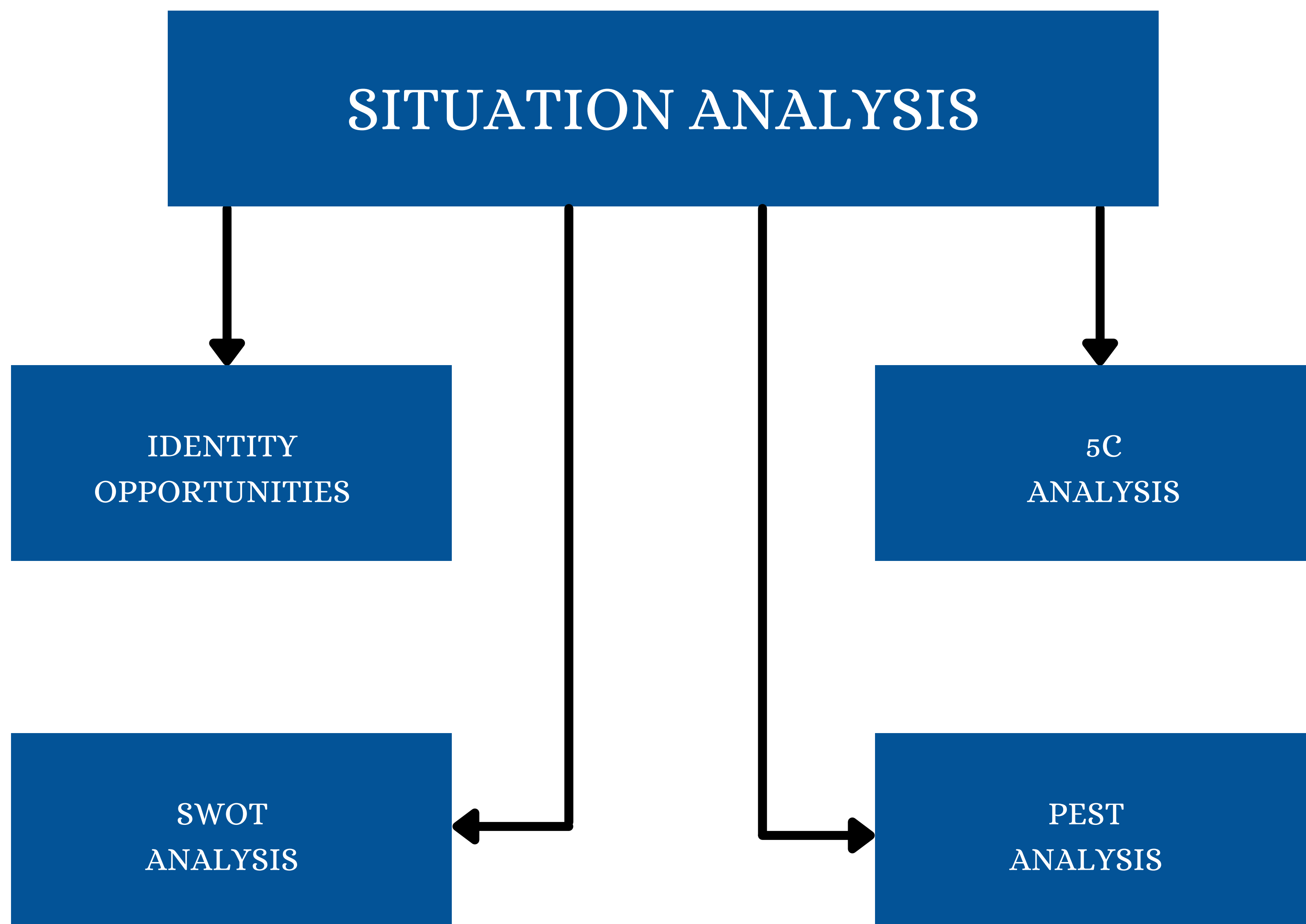
```
graph TD; MISSION[MISSION] --> MISSION_STATEMENT[MISSION STATEMENT]; MISSION --> CORPORATE_OBJECTIVE[CORPORATE OBJECTIVE];
```

## MISSION STATEMENT

A mission statement is defined as an action-based statement that declares the purpose of an organization and how they serve their customers. This sometimes includes a description of the company, what it does, and its objectives. A mission statement provides perfect clarity behind the “what,” the “who,” and the “why,” of your company?

## CORPORATE OBJECTIVE

Corporate objectives are those that relate to the business as a whole. They are usually set by the top management of the business and they provide the focus for setting more detailed objectives for the main functional activities of the business. Corporate objectives tend to focus on the desired performance and results of the business.



# MARKETING STRATEGY

```
graph TD; A[MARKETING STRATEGY] --> B[DEFINE YOUR TARGET AUDIENCE]; A --> C[SET MEASURABLE GOAL]; A --> D[DEVELOP BUDGET PLAN];
```

DEFINE YOUR  
TARGET AUDIENCE

SET  
MEASURABLE GOAL

DEVELOP  
BUDGET PLAN

# MARKETING MIX

```
graph TD; A[MARKETING MIX] --> B[PRODUCT DEVELOPMENT]; A --> C[PRICING FORMULA]; A --> D[PROMOTION STYLE SHEETS]; A --> E[PLACE AND DISTRIBUTION];
```

PRODUCT  
DEVELOPMENT

PRICING  
FORMULA

PROMOTION  
STYLE SHEETS

PLACE AND  
DISTRIBUTION

# IMPLEMENTATION AND CONTROL

```
graph TD; A[IMPLEMENTATION AND CONTROL] --> B[PLAN TO ACTION]; A --> C[MONITOR ACTION PLAN];
```

## PLAN TO ACTION

An action plan or a plan of action is a detailed plan which outlines all the actions required, all the people involved, and all the resources required to complete a certain task or to accomplish a certain goal.

## MONITOR ACTION PLAN

Once the action steps are planned, they are assigned to different team members or different groups within the team. Once assigned, each action step is prioritized according to the need of the situation.

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GROWTH STRATEGY TO SHOW YOU HOW  
WE CAN WORK FOR YOU!**

**CLICK HERE**