

M a r k e t i n g P l a n P l a n n e r

Project Update: Where are we?

	Sales Training Accomplished		
	CRM Solution		
	Measurement System In Place		
Start Date:		Current Date:	
Person in Charge:			
Routing:		Excitement Level: HIGH!!!	

P r e p a r a t i o n

Complete	In Progress	Not Applicable	Plan Element	Responsible Person	Completion Due Date	Comments
			Budget			
			Market Demographics:			
			Market Size, Share, Penetration			
			Competitive Analysis			
			Organization Analysis:			
			Geographic			
			Disease Mix			
			Site of Care			
			Strategy Development			
			Environmental Review			
			SWOT Analysis			
			Strategy:			
			Top Opportunities for Growth ID'd			
			Target Markets Established			
			Positioning Developed			
			Messaging Created and Tested			
			Resources Allocated			
			Specialty Program / Packaging			
			Goals and Objectives Established			
			Tactical Plan:			
			Teams Established			
			Marketing Materials Developed			

E x e c u t i o n

Complete	In Progress	Not Applicable	Plan Element	Responsible Person	Completion Due Date	Comments
			Internal Customer Kickoff:			
			Segments Identified			
			Issues Identified			
			Conversion of Staff			
			Bite Sized Messaging			
			What's In It for Them?			
			Contests Created			
			External Customer Kickoff:			
			Public Relations Program Defined			
			Human Interest Stories Developed			
			Community Outreach Initiatives			
			Marketing Materials Produced			
			Web Site Revisions			
			Online Marketing Program			
			Direct Marketing Campaigns			
			Sales Campaigns Initiated			
			Networking Plan			
			Ongoing Plan Execution			

			Subsequent Phases			
			Visible Barometer of Success			
			Celebrate Success!			