

1. Market Analysis
 - 1.1. Profile of target customer
 - 1.2. Customer needs
 - 1.3. Product Benefits – (NOT Features) – that meet the customer needs
 - 1.4. Market trends
 - 1.5. Market situation, decline, stable, growth
 - 1.6. MA Conclusion & recommendations
2. Product / Service
 - 2.1. SWOT relative to target market
 - 2.2. Product proposition
3. Competitive Analysis
 - 3.1. Direct competitors – same or very similar offerings
 - 3.2. Indirect competition – Alternative ways to spend the budget that would have bought our product
 - 3.3. Conclusion and actions
4. Messaging
 - 4.1. Messages aimed at target market
 - 4.2. Positioning against competitors
 - 4.3. Value proposition
 - 4.4. Brand messaging
5. Strategy
 - 5.1. Critical success factors
 - 5.2. Objectives
 - 5.3. Marketing mix
 - 5.3.1. Product
 - 5.3.2. Pricing
 - 5.3.3. Promotion
 - 5.3.4. Placement
 - 5.3.4.1. PR
 - 5.3.4.2. Direct marketing
 - 5.3.4.3. Service
 - 5.4. Internet marketing
 - 5.4.1. SEM
 - 5.4.2. PPC
 - 5.4.3. Links
 - 5.4.4. SEO
6. Milestones and measures
 - 6.1. Campaign launch date
 - 6.2. Collateral readiness
 - 6.3. Web readiness
 - 6.4. PR readiness
 - 6.5. Advertising plan
 - 6.6. Budgets
 - 6.7. Key success criteria