

# 1 ANALYSIS

**INTERNAL**  
Constituents/Segments  
Core Competencies/Purpose  
Differentiation  
Perceptions  
Current Efforts

**EXTERNAL**  
**Audience Profiles**  
Geographic  
Demographic  
Psychographic  
**Competitive Analysis**  
Size/Scope  
Positioning  
**Market Opportunities/Trends**

# 2 PLANNING

**TARGETS**  
Users  
Other Constituents

**POSITIONING**  
Core Identity  
Value Proposition

**TACTICS**  
Internet  
Public Relations  
Advertising  
Direct Marketing

**RESOURCES**  
Budget  
Staffing  
Partnerships

# 3 RESULTS

**MEASUREMENT CRITERIA**  
Input (action accomplished)  
Output (results achieved)

**CRITICAL SUCCESS FACTORS**  
Internal  
External

**ACCOUNTABILITY**  
Roles/Responsibilities  
Timeline