



# MARKETING PROCESS

## STEP ONE

### Analysis

#### INTERNAL

Constituents/Segments  
Core Competencies/Purpose  
Differentiation

Perceptions  
Current Efforts

#### EXTERNAL

**Audience Profiles**  
Geographic  
Demographic  
Psychographic

**Competitive Analysis**  
Size/Scope  
Positioning  
**Market Opportunities and Trends**

## STEP TWO

### Planning

#### TARGETS

Users, Other Constituents

#### POSITIONING

Core Identity, Value Proposition

#### TACTICS

Internet, Public Relations, Advertising, Direct Marketing

#### RESOURCES

Budget, Staffing, Partnerships

## STEP THREE

### Results

#### MEASUREMENT CRITERIA

Input (Action Accomplished), Output (Results Acheived)

#### CRITICAL SUCCESS FACTORS

Internal, External

#### ACCOUNTABILITY

Roles/Responsibilities, Timeline