

Ide'ation Business Plan Development

I **Input:**
What are your marketing goals and objectives?

D **Discovery:**
Who are your biggest competitors?

E **Exclusive Positioning:**
What unique position do own in the minds of your customers?

A **Audience Targeting:**
Who are your ideal customers?

T **Tactical and Strategic:**
What is your short and long term marketing strategy?

I **Implementation:**
What is your budget / Media mix / Return on investment?

O **Ongoing Results:**
What does success look like when you see it? Is it Measurable / Tangible?

N **Next Steps:**
Schedule your **FREE** Marketing Model Analysis with Ide'ation

C **Contact:** Ben Yaun / 404.771.3837 / benyaun007@bellsouth.net
Ide'ation Marketing Management