

2024 Strategic Planning

“Hit the ground running.”

Intro

The goal is to get the marketing department back into a sustainable rhythm as quickly as possible. A rhythm that is pushing forward in the right direction. This plan is an example execution on how this can be achieved from day one. Overall, the marketing department takes on the characteristics of the marketing director. Hopefully you will see my characteristics woven throughout this Year 1 Strategic Plan.

First Year Plan:

- 1.) Absorb existing practices and data. Build credibility with the team. Without credibility, there is no leadership.
- 2.) Create Marketing Strategy to provide **focus**.
 - Set 1 year vision.
 - Set 10 Year vision.
 - Goals.
 - Target market Profile.
 - Overall strategy.
 - SWOT (Marketing Oriented).
- 3.) Brainstorm and list ideas (both related and not related to Marketing Strategy). Use the following as guidelines:
 - Highest Impact.
 - Keep it simple.
 - Don't reinvent the wheel.
 - Think from the customer's point of view.
 - Win/win.
- 4.) Prioritize ideas through the lens of the Marketing Strategy.
- 5.) Execute.
 - a. Team has clear expectations.
 - b. Use productivity software.
 - c. Give special training on areas that are core to our team's vision and strategy.

As a leader, foster a culture of...

- Creativity/Ideas
- Learning
- Empathy
- Diversity
- Transparency/Honesty
- Excellence with Integrity

Team Content Creation Process:

- 1.) Create

- 2.) Proof
- 3.) Grammer check
- 4.) Wait a day (if possible)
- 5.) Publish

2024 highest engagement format across the big 6 social media platforms. *Good guide for what percent of time should be focused where for content.*

- Short Form: 31%
- Long Form: 15%
- Interviews, Podcasts, expert talks: 13%
- Live Videos: 12%
- Memes: 10%
- User Generated Content: 10%
- Other: 6%