

Marketing Consulting Action Plan Outline

1. Executive Summary

- Overview of business and objectives
 - Summary of the marketing action plan
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2. Situation Analysis

- Market overview
 - Competitor analysis
 - SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
 - Target audience profile
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3. Marketing Objectives

- SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound)
 - KPI definitions
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4. Strategies & Tactics

1. Brand Positioning
 2. Product/Service Offering
 3. Pricing Strategy
 4. Promotion Plan
 5. Distribution Channels
 6. Digital Marketing Approach
 7. Content Marketing Plan
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5. Action Steps & Timeline

- Detailed task list
 - Responsible team/member
 - Deadline or timeline
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6. Budget Allocation

- Estimated costs per activity
 - Resource planning
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7. Measurement & Evaluation

- Tracking systems and tools
 - Review and reporting schedule
 - Adjustment process
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8. Appendix

- Supporting data
- Additional notes