

Digital Marketing in the Zone Situation Assessment

Situation Analysis: How are you doing now?

Describe your best customer.	Who are your major competitors?	Who are your best partners?	What marketing programs are you running now?
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Objectives: What are your goals and how to you measure success?

What is your organization's mission and vision?	What are your most important marketing goals and Key Performance Indicators?
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Marketing Strategy

What are your most important market segments and personas?	How are your products and services differentiated in the marketplace?	What is your brand message?	What is your marketing budget?
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