

Pricing for Strategic Marketing Plans

King ~ 18 month plan **\$2800**

- ◆ Your Business
- ◆ Overview: Target Market, Customer and Competitor profile
- ◆ Marketing Objectives and Goals: Marketing Strategy, Action Steps
- ◆ Vision and Mission Statement
- ◆ Business objectives: Short and Long Term
- ◆ Financial Analysis: Sales and Profitability Analysis
- ◆ S.W.O.T. (Strengths, Weaknesses, Opportunities, Threats), Analysis and Activity Sheet
- ◆ Market Overview: Your Market, Your Customers
- ◆ Teona's Secret Weapon: How do we get there?
- ◆ Competitor Analysis
- ◆ S.M.A.R.T (Specific, Measurable, Achievable, Realistic, Timely)
- ◆ 8 P's of marketing (Product, Pricing, Position, Promotion, People, Process, Physical, Productivity)
- ◆ Marketing Budget
- ◆ My Mission to You
- ◆ **Virtual meetings monthly**

Queen ~ 12 month plan **\$2000**

- ◆ Your Business
- ◆ Overview: Target Market, Customer and Competitor profile
- ◆ Marketing Objectives and Goals: Marketing Strategy, Action Steps
- ◆ Vision and Mission Statement
- ◆ Business objectives: Short and Long Term
- ◆ Financial Analysis: Sales and Profitability Analysis
- ◆ S.W.O.T. (Strengths, Weaknesses, Opportunities, Threats), Analysis and Activity Sheet
- ◆ Market Overview: Your Market, Your Customers
- ◆ Teona's Secret Weapon: How do we get there?
- ◆ Competitor Analysis
- ◆ S.M.A.R.T (Specific, Measurable, Achievable, Realistic, Timely)
- ◆ 8 P's of marketing (Product, Pricing, Position, Promotion, People, Process, Physical, Productivity)
- ◆ Marketing Budget
- ◆ My Mission to You
- ◆ **Virtual meetings every 3 months**

Knight ~ 6 month plan **\$1500**

- ◆ Your Business
- ◆ Overview: Target Market, Customer and Competitor profile
- ◆ Marketing Objectives and Goals: Marketing Strategy, Action Steps
- ◆ S.W.O.T. (Strengths, Weaknesses, Opportunities, Threats), Analysis and Activity Sheet
- ◆ Market Overview: Your Market, Your Customers
- ◆ Competitor Analysis
- ◆ S.M.A.R.T (Specific, Measurable, Achievable, Realistic, Timely)
- ◆ 8 P's of marketing (Product, Pricing, Position, Promotion, People, Process, Physical, Productivity)
- ◆ My Mission to You
- ◆ **Virtual meeting at the end of the 6th month**



Pricing 2016-2017