

The Marshall Plan® Process

MONTH 1

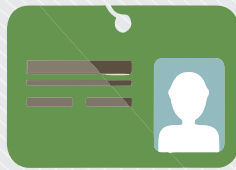
1 Discovery Meeting



Research

2

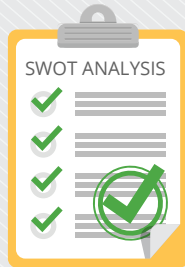
3 Conduct a Full Communications Audit



Establish a Marketing Goal and Supporting Objectives

4

5 Pinpoint Strengths, Weaknesses, Opportunities and Threats

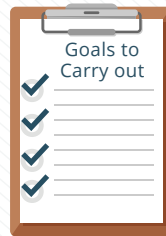


Identify Target Audiences and Develop Supporting Avatars

6

MONTH 2

7 Craft the Brand Platform



Develop a Full Arsenal of Marketing and PR Tactics

8

9 Presentation of Phase I for Feedback



MONTH 3

Create an Implementation Tool Kit

10



11 Establish Measurement Benchmarks



Develop a Timeline for Implementation

12



13 Create an Itemized Budget



Presentation of the Final Plan

14



MONTH 6

15 Check-up Meeting to Chart Progress



NANCY MARSHALL

MARSHALL COMMUNICATIONS

