

strategic planning roadmap

A STRATEGIC PLAN HELPS YOUR TEAM MAP OUT THE KEY INITIATIVES THAT NEED TO BE ACCOMPLISHED DURING A SPECIFIC TIME PERIOD. TWO RIVERS MARKETING FOLLOWS THIS FIVE-STEP PROCESS TO HELP DELIVER INTEGRATED, SMART, AND COMPELLING MARKETING PLANS TO OUR CLIENTS.

Ready to discover what's possible with proper planning?

Reach out to Two Rivers and let's drive change for your business.



1. WHERE ARE WE GOING? SET GOALS AND OBJECTIVES.

State them clearly; make them actionable and measurable.

2. WHERE ARE WE NOW? UNDERSTAND THE SITUATION.

Know the market, the competition, and the customer.

3. WHAT STANDS IN OUR WAY? IDENTIFY OBSTACLES.

Map what stands in the way of success.

4. HOW WILL WE GET THERE? DETERMINE STRATEGIES AND TACTICS.

Create an action plan to achieve goals and objectives.

5. HOW WILL WE TRACK PROGRESS? MEASURE AND ADAPT.

Track progress and make changes if needed.