



Table of Content for a Marketing Strategy

1.0 Mission/Vision/Objectives

2.0 Competitive Analysis

3.0 Target Markets

4.0 Marketing Segmentation

5.0 Marketing Mix (7Ps of Marketing)

6.0 Execution of Marketing Strategy

Although a marketing strategy is a collection of ideas that are for the most part supported by data, it is important to put it on paper as the strategy may very well morph into a full-fledged marketing plan. Hence, the table of content above depicts a hasty marketing plan. Its purpose is to define the significant items in a marketing strategy.