

# Strategic Planning

TEMPLATE

# Strategy Goals & Objectives

Determine your goals for growth, excellence and customer service.



## Growth Goals

- Increase Total Revenue by X%
- Ensure X% Retention MoM
- Increase New Customers by X%



## Sales Goals

- Increase Sales by X% YoY
- Ensure X Sales over Y Months
- Increase New Customers by X



## Profit Goal

- Increase Monthly Revenue by X%
- Secure Profit Margins of X, Y, Z
- Reduce Operating Costs by X%

## Marketing Goals

- Diversify Marketing Channels
- X% Increase in Engagement
- Generate X SQLs



## Customer Service Goals

- Increase 5 Star Reviews
- Lower Call Times
- Lower Call Volume by X%



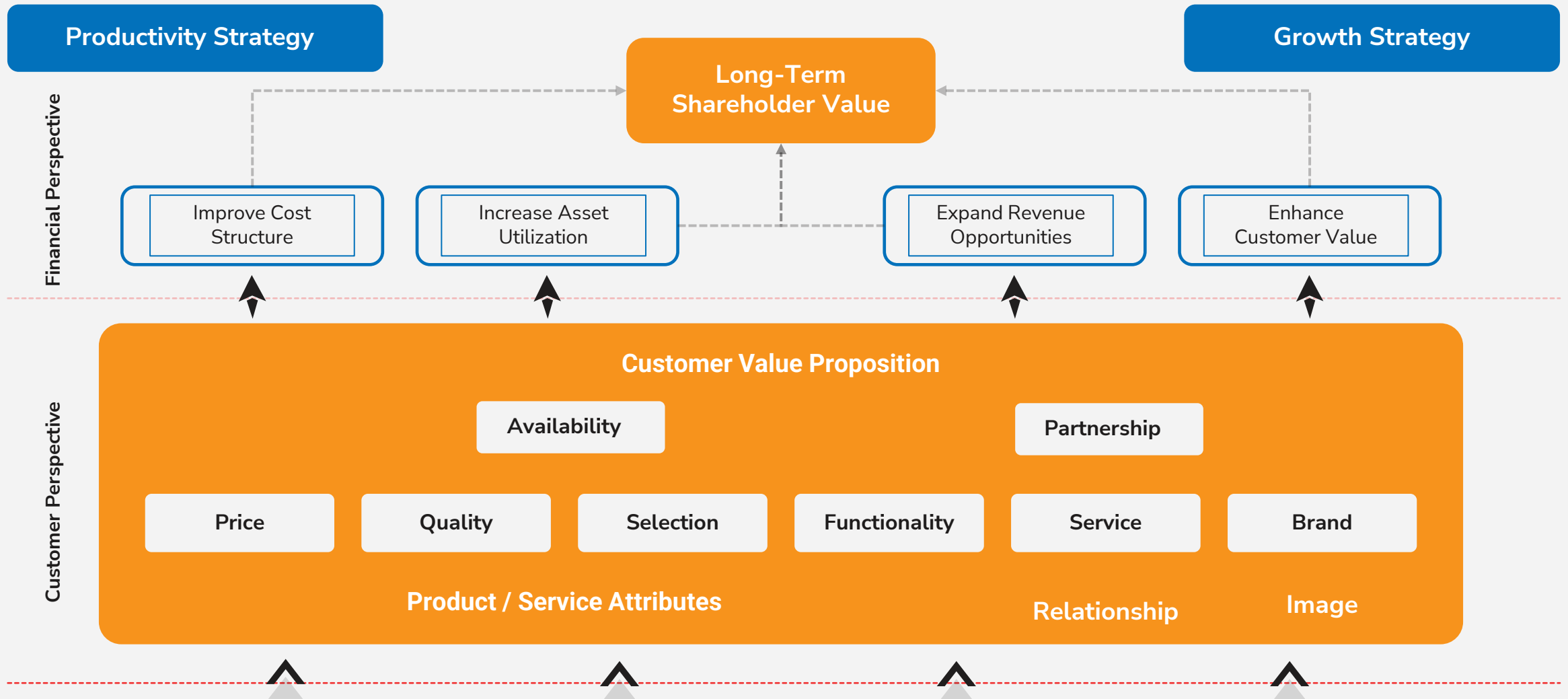
## Long-term Objectives

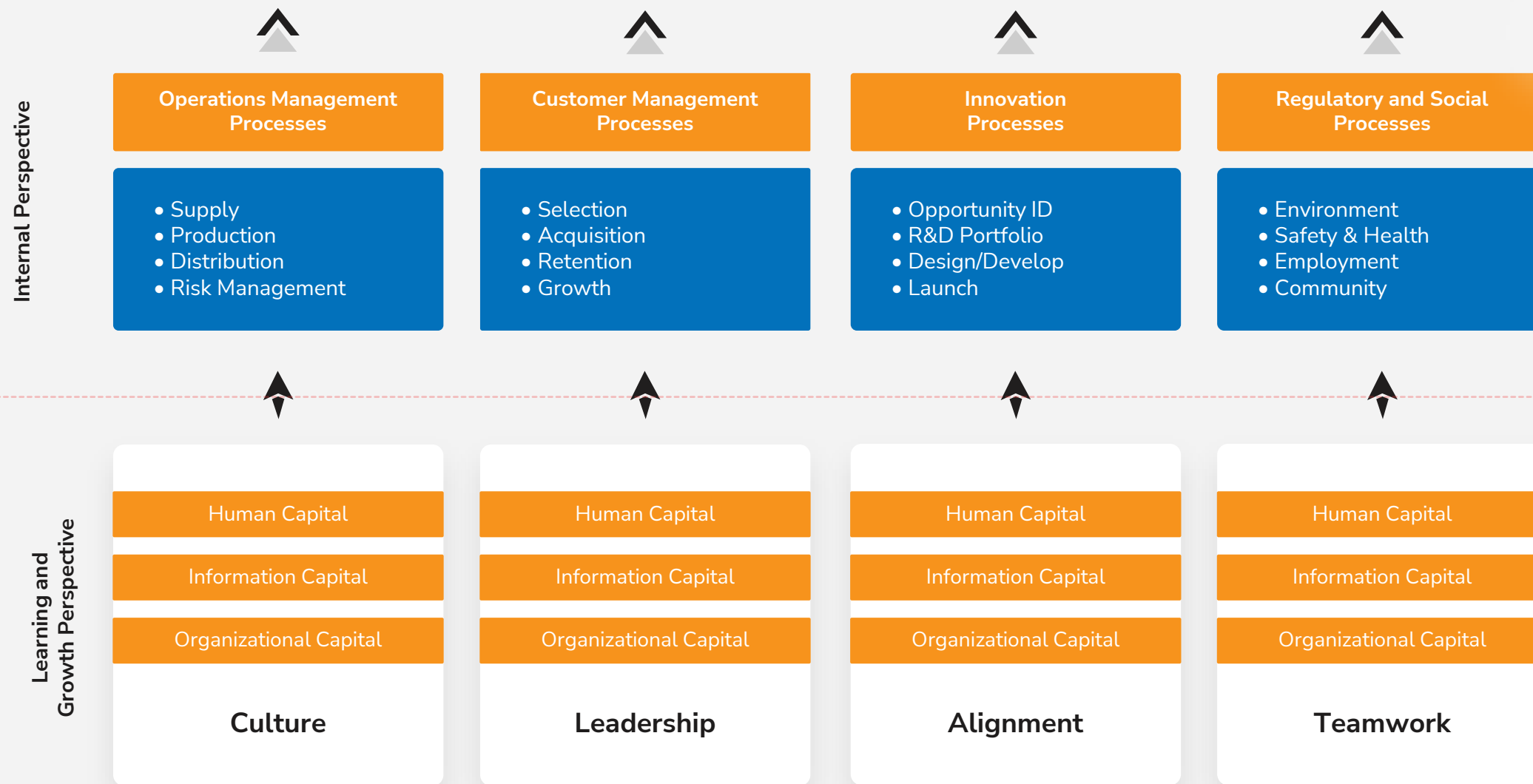
- Expand to X,Y,Z Markets
- Grow Workforce by X% by 2025
- Streamline Business Processes



# Strategy Map

Document the primary strategic goals pursued by your business and management teams in a visual way.





# Strategy Map

The relationship between the drivers and the desired outcomes constitute the hypotheses that define the strategy.

# Strategic Management Framework

## Purposes & Values

Formulation



Implementation

Analysis



Strategy Formation



Goal Setting



Structure



Control & Feedback

Remote External Environment	<b>Diagnosis</b> Opportunities Risk assessment Scenarios	Guiding Policies	Organizational Structure & Leadership	Budget & Financial Plans
Industry Environment	<b>Strategic Decisions</b> Competitive Advantage Generic Strategy  Portfolio Management Geographic Scope Market Positioning	<b>Objectives</b> Corporate Business Functional	Initiatives, Programs & Investments	Incentives
Internal Assessment	Value Chain Core Competence	Measures & Scorecards	Mergers, Acquisitions & Divestitures	Review & Evaluation

# Digital Strategy Framework

A plan of action designed to achieve business goals via the implementation of **digital** initiatives. Digital strategy is not about a whole new way of viewing business.

## Optimization

Improve existing business outcomes by leveraging data and analytics to inform your campaigns.

## Measurement

Determine key performance indicators to create a measurement framework to determine the performance of your campaigns and strategic efforts to ensure alignment with business goals.



## Insight & Opportunities

Determine your areas of opportunity based on sales and management insights to expand your business and increase sales through digital efforts.

## Strategy

Craft an action plan to determine what marketing channels you will leverage, how you plan to measure effectiveness and lay out a pathway to implementation.

## Execution

Create content and deploy marketing campaigns specific to your business goals and initiatives. Always remember to follow best practices.



## Advantage Matrix

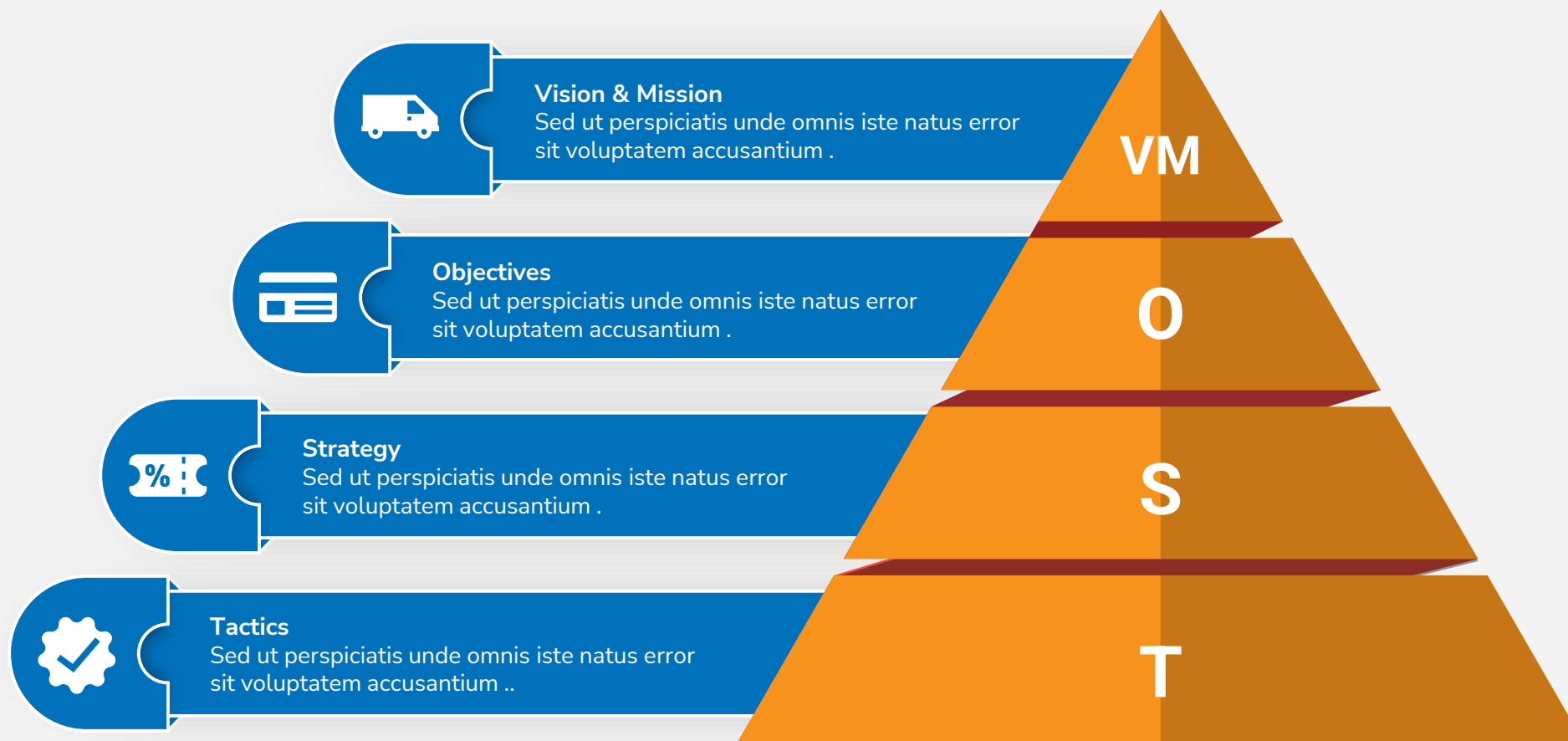
Advantage Matrix groups businesses into four categories: volume, stalemated, specialized and fragmented businesses. However, this matrix takes as its axes the two contrasting alternatives: competitive advantage and differentiation.

Creating a strategy using this advantage matrix requires having a knowledge of both the business at hand and its competition to identify the appropriate quadrant for business and its optimal strategy.



# Balanced Scorecard Framework

The balanced scorecard is a strategic planning and performance management framework that tracks financial and non-financial measures to determine an organization's effectiveness and when corrective action is necessary.





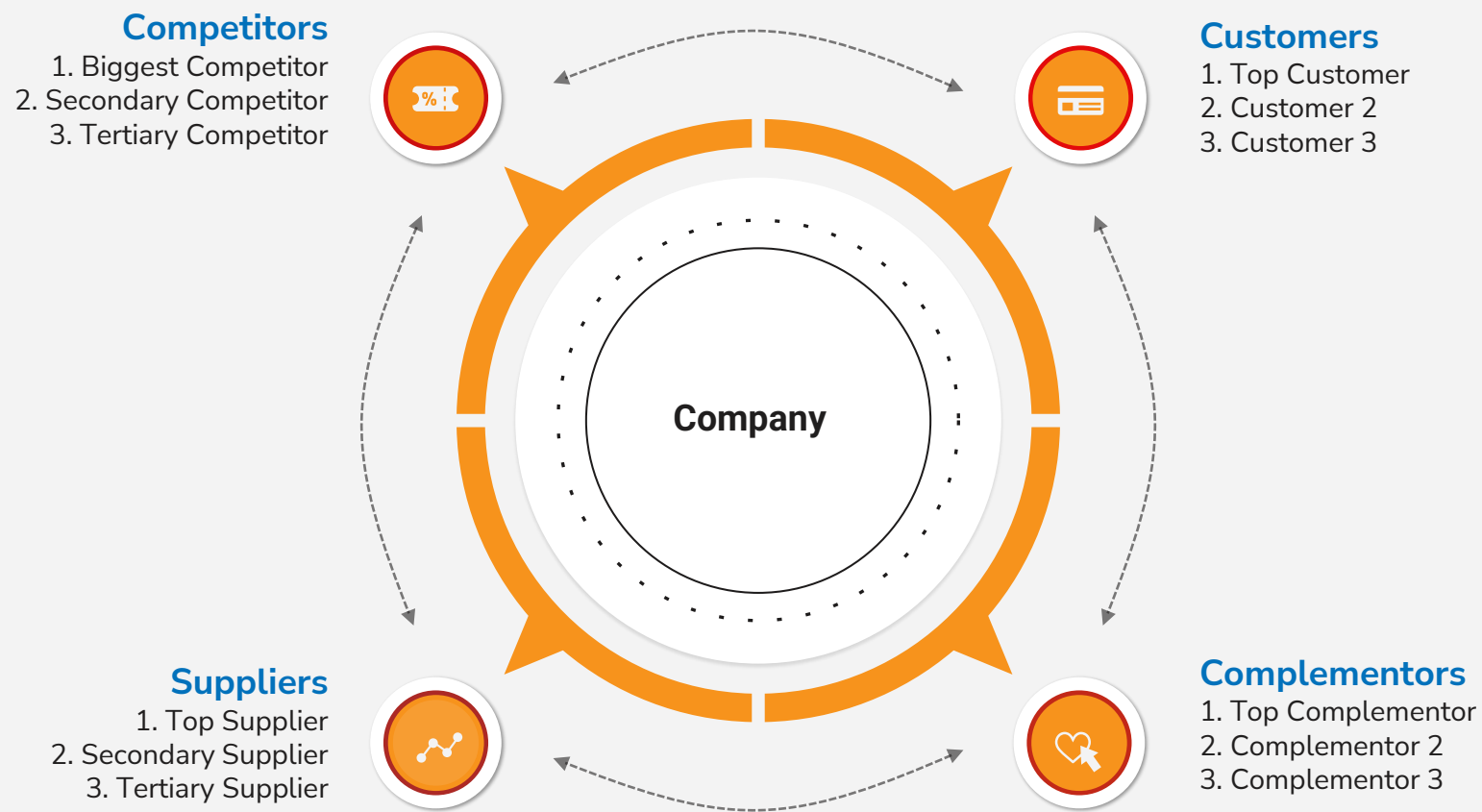
# Benchmarking Process

Benchmarking is the practice of comparing business processes and performance metrics to industry bests and best practices from other companies. Dimensions typically measured are quality, time and cost.



# Competition Value Net Model

The Value Net Model is an analytical strategy tool that describes the behavior of multiple businesses (competitors) in a given industry and its strategic alliances with industry players.





g n w consulting

A Data-Driven, Marketing Automation Agency

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# WHO IS GNW CONSULTING?

We are a Data Driven, Marketing Automation Agency with over 25 years of combined experience in multiple marketing automation platforms and CRM solutions.

We've run into unique scenarios across multiple platforms and developed solutions, that have provided us with a set of problem-solving skills that are second to none.

Truly adopting technology and becoming agnostic across the digital space is a skillset that we are proud to have.

We have helped over 700 clients with:

- Implementations/Migrations
- Analytics & marketing ROI
- Enablement
- Tactical Strategy
- Marketing Operations
- and more!

GNW Consulting develops best practices tailored to your industry and needs. We do *not* use cookie cutter strategies, or templated “health checks” to provide a general level of support.

Our marketing solutions, such as our Marketing Sensitivity Analysis, Best Practice Program Templates, Emails & Landing Page Designs are all tailored to your industry and business needs.

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