



Strategic Action Plan

School of
Program:

Date:
Presenters:



Our Team Work



NAME

Dean



NAME

Faculty



NAME

Faculty

Our Team Agenda 2025



Vision and Mission	SWOT	Strategic Goals	Key Focus Areas
Tactics and Action Plans	Innovation Pipeline	Collaboration and Teamwork	
Measurement and KPIs	Timeline	Budget Allocation	Closing

Vision and Mission

1

Our Vision

To establish our brand as a market leader, recognized for innovation, customer-centricity, and sustainable growth.

2

Our Mission

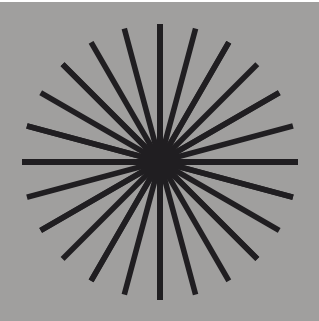
To deliver impactful marketing strategies that drive engagement, build loyalty, and achieve measurable business results.

Strengths

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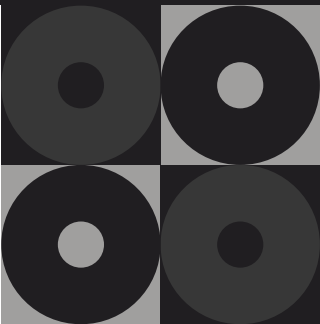
Opportunity

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Weakness

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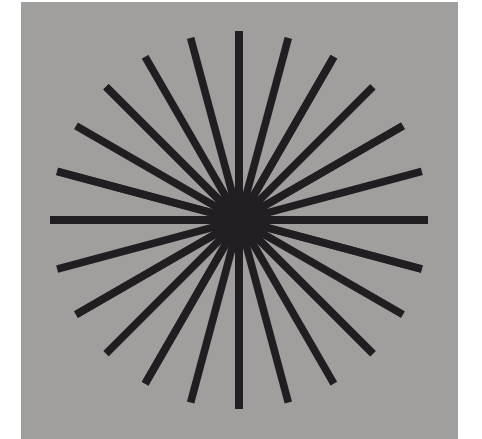


Threats

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Strategic Goals

To establish our brand as a market leader, recognized for innovation, customer centricity, and sustainable growth.



- Increase market share by 20% in key regions.
- Launch 3 new products/services that align with market demands.
- Strengthen brand awareness and recognition across all digital platforms by 30%.
- Enhance customer retention rates through improved loyalty programs and personalized experiences.

- **Customer Centric Marketing**

Focus on customer insights, behavior, and preferences to tailor campaigns.

- **Sustainability and CSR**

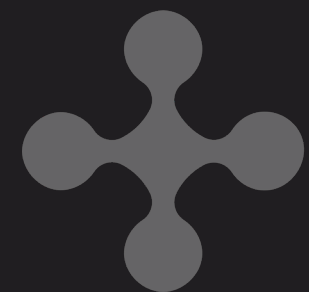
Integrate green initiatives into our marketing to align with consumer values.

- **Digital Transformation**

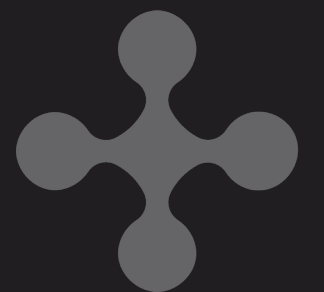
Invest in AI-driven tools, automation, and data analytics for optimized campaigns.

- **Content Innovation**

Develop creative, interactive, and trend-driven content to captivate our audience.



Key Focus Areas



4 YEAR ACTION PLAN

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PHASE 2

3 PHASE

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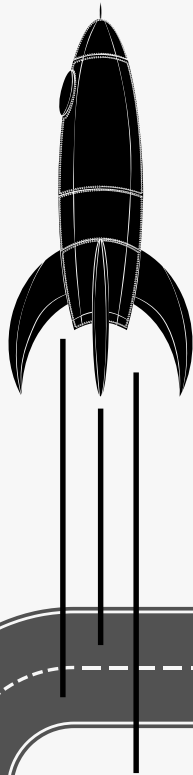
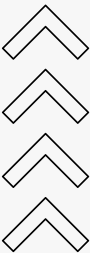
PHASE 4

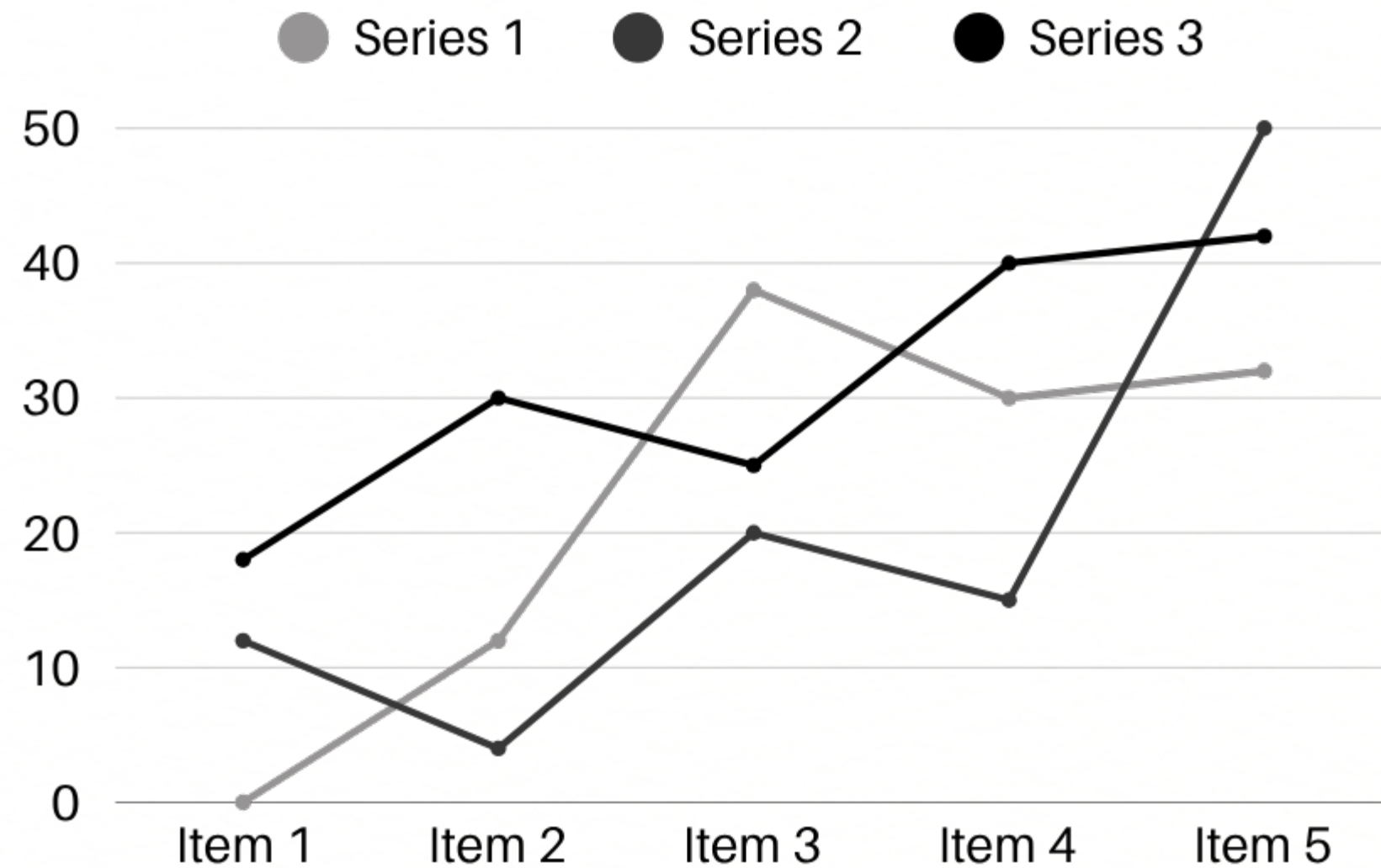
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Brand Awareness

Focus on customer insights, behavior, and preferences to tailor campaigns.

Engagement Rates

Track likes, shares, and comments on digital campaigns.

Sales Growth

Link marketing efforts to revenue increases.

Customer Satisfaction

Analyze feedback and Net Promoter Scores (NPS)

Measurement and KPIs



Timeline Strategic



Q1: Conduct market research and finalize annual campaign calendar.

Q2: Roll out product launches and amplify digital ads.

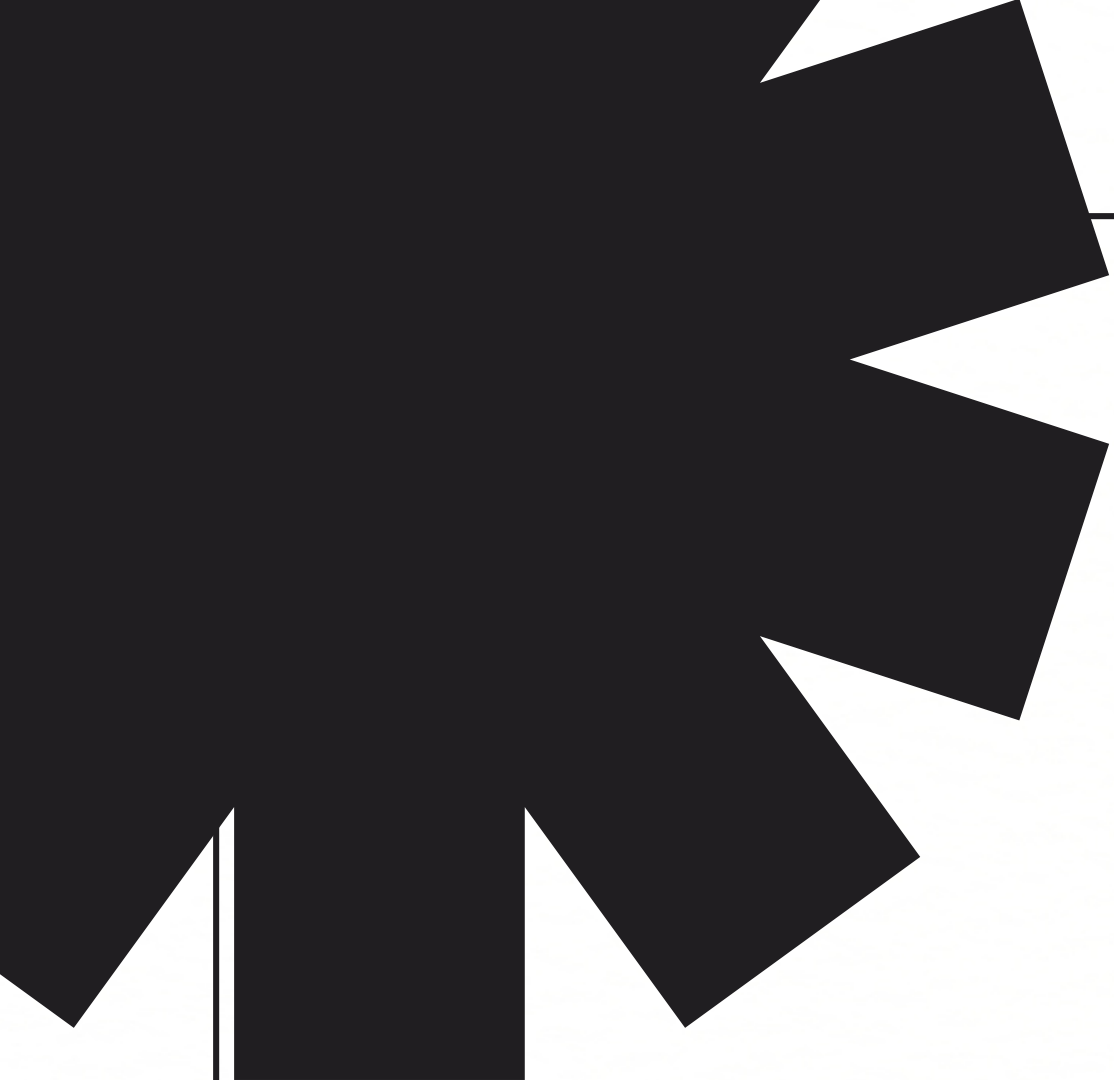
Q3: Assess mid-year performance and refine strategies.

Q4: Focus on holiday campaigns and year-end reviews.

Budget Allocation



- Digital Marketing: 50%
- Traditional Advertising: 20%
- Research and Development: 15%
- Training and Development: 10%
- CSR and Sustainability Campaigns: 5%



Closing

Develop interactive marketing technologies like AR/VR experiences.

Implement AI chatbots for 24/7 customer support and improved engagement.