

THE MARKETING CONTINUUM

- **Preamble** – type of marketing? What is appropriate for the business?
- **Objective** – what is the definition of success? How will it be measured?
- **Duration** – what is the implementation and control/cessation period?
- **Target Market (Who Or Which?)** – Includes the P's (place, price, product/service or promotion) and cannot be 'everybody' as that is too broad.
- **Branding** – Includes message, byline and logo
- **Milestones** – Time measurements that determine the project's timeliness and success. Be realistic and beware of mission-creep. What steps need to be complete?
- **Repeat Or Recurring Activities** – what are they and are they budgeted for time and money-wise?