

ONE PAGE GROWTH PLAN

Goal:

Period:

Date:

Version:

AUDIENCE AND MESSAGE

TARGET PERSONA

KEY MESSAGES

PROPOSITION

STRATEGIES

KEY OUTCOMES

KEY STRATEGIES

TACTICS

RESOURCES

CHANNELS

BUDGET

RESOURCES

MARKET

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AUDIENCE AND MESSAGE

TARGET PERSONA

Who is your target customer/s
What is their broken bone issues
What are their needs and desires?
• What do we want them to think feel and do?

KEY MESSAGES

What are your key messages?
What are the key content themes?
Are there different messages for new and existing customers?
How do these enhance our positioning?

PROPOSITION

What proposition and offer do you have over this period?
Is there a different or additional offers for existing customers?

STRATEGIES

KEY OUTCOMES

What the the key outcomes in the period?
X new customers, grow the pipeline by Y % uptake?

KEY STRATEGIES

What are the key strategies you are going to use to support the outcomes / how does this align to the wider business strategy?

TACTICS

What tactics and actions / with timing are you going to implement that align with the strategy and drive key outcomes.
What are you going to stop doing!

RESOURCES

CHANNELS

What channels are you using from a communications point or view AND from a sales point of view?
How do the outcomes align to the channel?

BUDGET

What is the budget for the period, how is this split by activities and months?

RESOURCES

What internal and external resources do you need?

MARKET