



Strategic Marketing & Public Relations Planning

internal research · external research · competitive analysis · corporate positioning and messaging · target audience identification and profiling · objectives establishment · strategies and tactics development · timetable forecasting · budgets estimation · results measurement and evaluation

Every organization needs a marketing plan.

Strategic planning is the first and most essential step on the journey to achieve marketing and public relations success. It ensures that you understand where your organization is at, where it is going and how it will get there. It assigns specific responsibilities, schedules and methods for measuring progress. It considers every reasonable contingency and provides alternate solutions.



Strategic planning is the foundation of every successful marketing and public relations plan and a cornerstone service of Sweeney. Our strategic planning process provides the focus and direction to achieve specific results and measure return on investment (ROI).

“A good plan is like a road map: it shows the final destination and usually the best way to get there.”

~ H. Stanley Judd

Our proven process begins with diagnostics – primary and secondary research – that identify customer and prospect awareness levels, perceptions and behaviors, as well as opportunities and challenges, industry trends and more.

Once the research phase is completed, Sweeney initiates the strategic planning process. We pinpoint short-and long-term goals, identify and profile target audiences, develop priority strategies and tactics and map out a work plan designed to achieve specific results.



Sweeney's 10-Step Planning Approach:

Sweeney is a full-service marketing firm with exceptional diagnostic skills and experience. We help our clients anticipate, spot, assess and take advantage of change. We deliver insightful knowledge that allows them stay ahead of the curve.

Best of all, our Investigative Research process is fast, thorough and invaluable.

- STEP 1 → Conduct primary and secondary research, which may include: internal marketing audits, employee surveys, customer and prospect surveys/focus groups, media audits, competitive analyses, industry trends and more.
- STEP 2 → Analyze and document the organization's strengths, weaknesses, opportunities and threats.
- STEP 3 → Establish specific, achievable and measurable objectives.
- STEP 4 → Identify and profile target audiences and influentials.
- STEP 5 → Determine organization and product/service positioning and key messages that communicate the unique selling proposition.
- STEP 6 → Propose marketing and public relations strategies and tactics designed to achieve the objectives.
- STEP 7 → Install measurement analytics and metrics to accurately predict campaign deliverables, results and ROI.
- STEP 8 → Establish implementation timelines.
- STEP 9 → Execute strategies and tactics.
- STEP 10 → Evaluate results to determine progress, adjust course and confirm ROI.

Client Experience

Whether implementing simple projects or comprehensive programs, Sweeney insists on the use of strategic planning as the foundation of every initiative.

Our experience and expertise in this process includes work with a broad range of consumer, business, industrial, institutional and professional clients, including:

- Assurant Preneed
- Avery Dennison
- BFGoodrich
- Braden Sutphin Ink Company
- Cleveland Clinic Sports Health
- Conrad's Total Car Care
- Corporate United
- GenCorp
- Magic American
- Natural Magic
- Nordson Corporation
- Outdoor Power Equipment Institute
- Price Costco
- Proforma
- Russell Hobbs
- Summa Health System
- Walgreens
- Webb/Mason
- Westfield
- Shoppingtowns
- Wonder Tablitz

"We rely on Sweeney to support us in virtually all capacities: planning, implementation and results assessment."

Thomas Neumann
Manager,
Marketing Services



"You are true professionals and incredible individuals. From developing an effective media relations campaign to conducting a flawless media tour ... you were perfect."

Todd Putman
Executive VP
of Marketing



"Sweeney was the first public relations firm to serve Price Club. Sweeney developed quality, inclusive programs that were researched thoroughly, well-planned and professionally executed. We strongly recommend Sweeney; their programs ensure success."

Debbie Greenhouse
Regional Marketing
Director

