

# Marketing Business Case

## Executive Summary

- Overview of the marketing problem or opportunity.
- Summary of expected outcomes (e.g., increased brand awareness, lead generation).

## 1. Marketing Objective

- Define the goal (e.g., launch a product, expand market reach).

## 2. Market Analysis

- Current market trends and customer insights.
- Competitive landscape and positioning.

## 3. Proposed Strategy

- Marketing approach (e.g., digital campaigns, traditional advertising, content marketing).
- Key performance indicators (KPIs) for success.

## 4. Budget and ROI

- **Cost Breakdown:** Advertising spend, production costs, etc.
- **Expected ROI:** Revenue growth, customer acquisition costs.

## 5. Risks and Mitigation

- Challenges in market adoption, competition, or budget constraints.
- Risk management strategies.

## **6. Implementation Plan**

- Timeline for marketing initiatives.
- Roles and responsibilities for the marketing team.

## **7. Conclusion**

- Highlight the strategic importance of the proposal.
- Request approval or funding.