## **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.