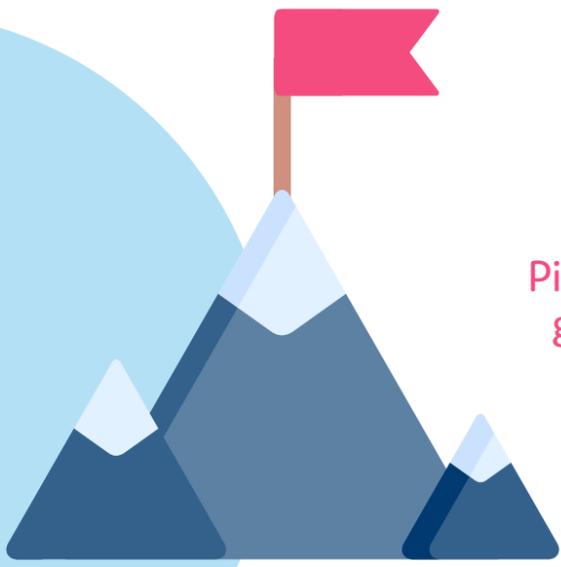


5 KEY ELEMENTS OF A STRATEGIC PLAN



GOALS

Pinpoint the FI's overall goals and objectives.

BUDGET

Have a clear budget broken down by campaign, PR and agency support.



TARGETING

Who are you marketing to? Identify the target audience for each product.

MAPPING

Map out effective channels to reach your audience, budget accordingly.



ADJUST

Stay flexible! Plans change, be ready to adjust your strategy based on performance and goals.

