



## Strategic Marketing Meeting Agenda (SAMPLE)

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### Relate Purpose of Meeting

- Brief overview of why this meeting is taking place (meeting leader)
- Discuss opportunity(ies) for growth (firm revenue, niche / industry sector, service area)
- Toughest challenges / competition in the area
- Short and long-term goals / metrics for success
- Key performance indicators / timeline for measuring

### Marketing Needs

- Current marketing initiatives in place
- Feedback / Insights on current initiatives (likes / dislikes / work / won't work)
- Brainstorm ideas for future initiatives

### Next Steps

- Assign champion of the strategic initiative
- Evaluate, identify and draft action items
- Draft minutes from meeting - must be approved by champion (assign action items to individuals)
- Set next meeting and deadlines for action items to be completed

## The Playground

[ Place any ideas here that may need further discussion – this is to keep the agenda flowing and focus on the most important items in the meeting.

When placing items on the playground, revisit at the end of the meeting to discuss how you will tackle these items. ]