

Hospital Marketing Organizer

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| Organization: | Marketing Officer: | Date: |
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The Big Picture

The Brand

| POSITIONING STATEMENT | BRAND PROMISE |
|---------------------------|-----------------------------|
| | |
| BRAND PILLARS/CORE VALUES | PROOF (SUPPORT FOR PROMISE) |
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| TACTICAL PRIORITIES | |
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Annual Plan

| ANNUAL BUDGET | LEADING KPIs | BASE | GOAL | ACTUAL |
|-------------------|--------------|------|------|--------|
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| ANNUAL PRIORITIES | | | | |
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| | LAGGING KPIs | BASE | GOAL | ACTUAL |
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The Plan In Action

Last Quarter

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| BUDGET: |
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| DATE | PRIORITY | GOAL | ACTUAL |
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This Quarter

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| BUDGET: |
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| DATE | PRIORITY | GOAL | ACTUAL |
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Next Quarter

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| BUDGET: |
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| DATE | PRIORITY | GOAL | ACTUAL |
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Challenges

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