**Mission, Objectives, Strategies, Key Tactics Outline**

**Mission**

To get customers and keep them

**Objectives**

1. To get results for customers
2. To develop new business
3. To retain and increase current business
4. To delight customers

**Strategies**

1. Create value
2. Research and develop insights into prospects’ and customers’ problems, challenges, pain points, and competitive positioning
3. Become an expert about how your medium works and solves customers’ marketing and advertising problems
4. Become the preferred supplier
5. Innovate

**Key Tactics**

1. To create a differential competitive advantage in a prospect’s or buyer’s mind
2. To build relationships
3. To solve problems

**Related Functions**

1. To monitor the marketplace
2. To recommend tactics
3. To cooperate