**INSERT PRODUCT/MARKET/OR OTHER VERTICLE**

**Return on Objectives (ROO) Plan**

|  |  |
| --- | --- |
| **GOALS** | **The goal of our Marketing strategy is to:** |
|  |
| **ASSSUMPTIONS** | **Achieving these goals requires customers to believe/perceive our company/offering as:** |
|  |
| **OBJECTIVES** | **Marketing’s strategy to support these goals is to:** |
|  |
| **ACTIVITY** | **These Objectives will be achieved through the following tactics:** |
|  |
| **METRICS** | **Realizing that these activities support the overall goals, we will measure success on activities in the following ways:** |
|  |