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01 Industry Overview

- Worldwide Spending
- Industry Trends
- Industry Drivers
- Industry Value Chain
- Industry Attractiveness – Porter's Model

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- Market Growth
- Revenue Opportunities
 - By Segment
 - By Company Size
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 - By Features
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 - By Activity
 - By Price Positioning
- Revenue Model Comparison
- Strategies Adopted

04 Customer Insights

- Buyer Personas
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05 Market Adoption Approach

06 Go To Market Strategy

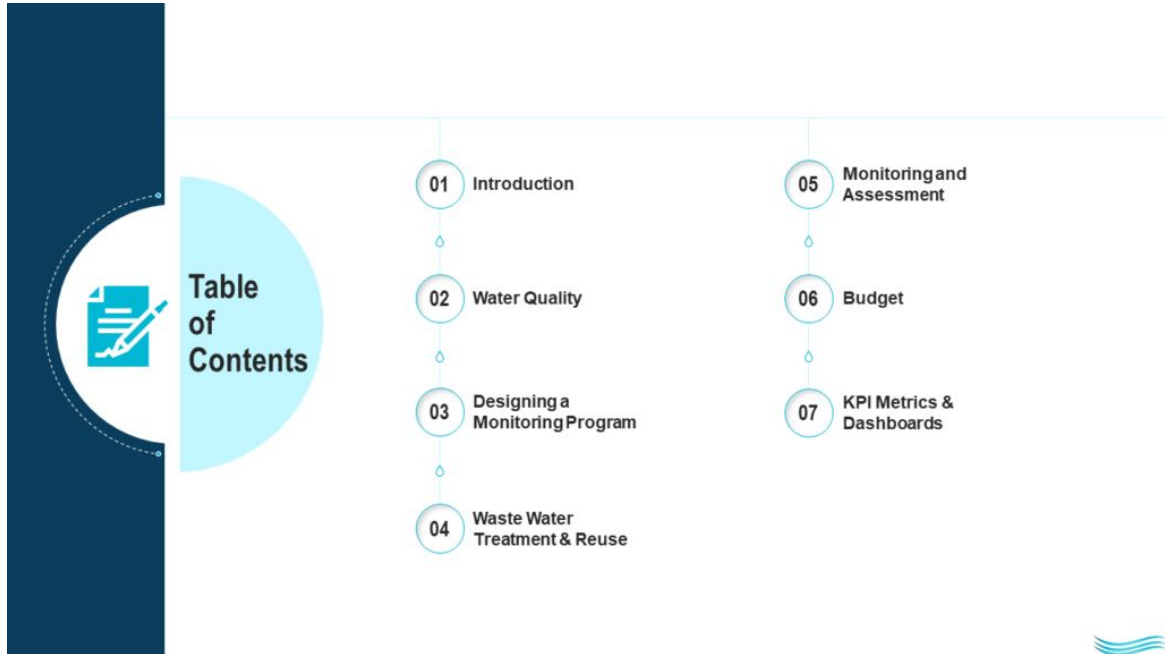
- Pricing Strategy
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- Market Forecast

07 Performance Measurement

- Touchpoint Performance
- Dashboards

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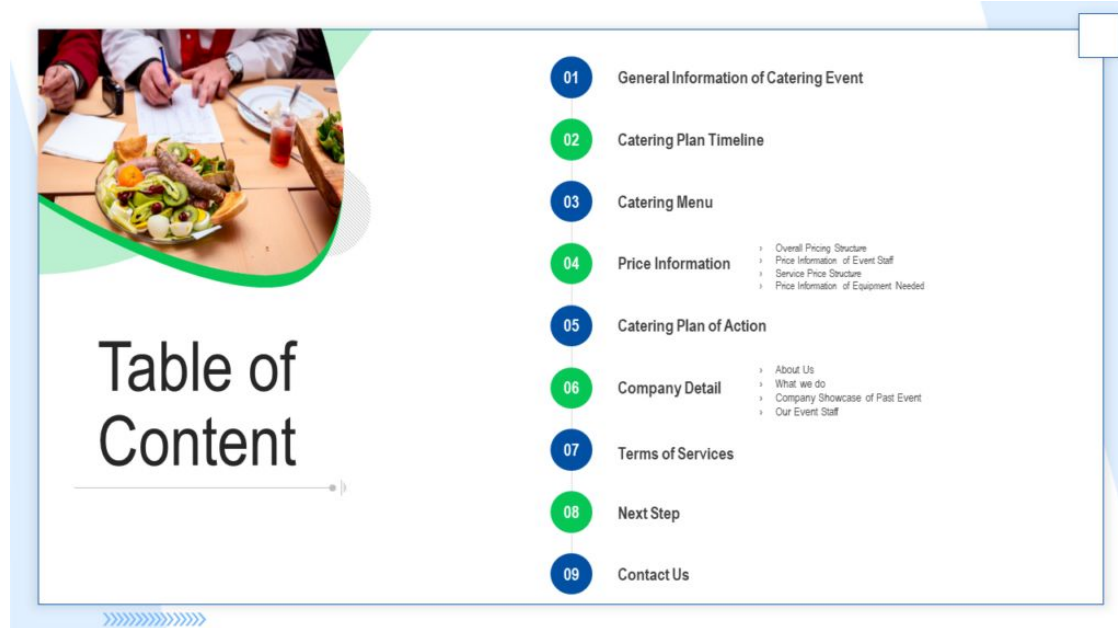
- **The table of contents** lists the chapters and major sections of your thesis, dissertation, or research paper, as well as their page numbers.
- A clear and well-formatted table of contents is critical because it shows your reader that a high-quality paper will follow.



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The contents page serves two functions:

- It provides users with an overview of the contents and organisation of the document.
- It enables readers to jump to a specific section of an online document.



The graphic shows a circular inset image of people at a table with food. Below it, the text 'Table of Content' is displayed with a right-pointing arrow. To the right is a vertical list of 9 items, each with a colored circle and a right-pointing arrow. Item 04 has sub-items, and item 06 has sub-items.

01	General Information of Catering Event
02	Catering Plan Timeline
03	Catering Menu
04	Price Information <ul style="list-style-type: none">› Overall Pricing Structure› Price Information of Event Staff› Service Price Structure› Price Information of Equipment Needed
05	Catering Plan of Action
06	Company Detail <ul style="list-style-type: none">› About Us› What we do› Company Showcase of Past Event› Our Event Staff
07	Terms of Services
08	Next Step
09	Contact Us

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- **Commercial business insurance** is coverage for corporations and businesses that is generally designed to protect the business, its employees, and its ownership.
- Commercial insurance can come in a variety of shapes, sizes, and colours because there are so many different types of businesses with different needs and situations.

Table of Contents for Commercial Insurance Services Business Plan



<u>01</u> Executive Summary	<ul style="list-style-type: none">› Determine Insurance Agency Company Overview› Ownership Business Formation and Exit Strategy› Insurance Agency Start Up Financing Summary› What is Insurance Agency Offerings to Clients› Determine Various Milestones To Achieve	<u>05</u> Organizational Personnel Planning	<ul style="list-style-type: none">› Determine Organizational Personnel Overview› Determine Key Personnel Involved in Insurance Business› Personnel Management in Insurance Agency› Workforce Training and Development Roadmap
<u>02</u> Growth Potential Analysis	<ul style="list-style-type: none">› Determine SWOT Analysis for Insurance Business› PESTLE Analysis for Insurance Business› Porter's Five Forces Analysis for Insurance Business	<u>06</u> Financial Planning	<ul style="list-style-type: none">› Projected Income Statement for Insurance Business› Projected Balance Sheet Statement for Insurance Business› Projected Cash Flow Statement for Insurance Business› Addressing Critical Financial Assumptions for Insurance Firm
<u>03</u> Go to Market Strategy	<ul style="list-style-type: none">› Addressing Insurance Business Industry Analysis› Addressing Market Assessment for Insurance Business› Determining Target Client Groups for Insurance Business› Determine Segmentation of Target in Client Groups› Determine Firm Positioning in Insurance Business	<u>07</u> Assessment of Various Risks Associated to Insurance Business	
<u>04</u> Marketing Plan	<ul style="list-style-type: none">› Determine Product Marketing Mix for Insurance Firm› Determine Sourcing of Products and Services› Analysing Various Brand Building Strategies› Promotional and Advertising Strategies for Brand Building› Essential Marketing Activities for Customer Awareness and Retention› Addressing Insurance Product Sales Estimation	<u>08</u> Insurance Agency Activities Tracking Dashboard	



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- **Influencer marketing** is a strategy in which businesses rely on a well-known figure to recommend their product to their target audience.
- These influencers typically have a large social following or captivate a specific market segment.

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<u>01</u> Major Obstacles with Influencer Marketing	<u>02</u> Major Obstacles with Influencer Marketing	<u>03</u> Major Obstacles with Influencer Marketing	<u>04</u> Major Obstacles with Influencer Marketing
<u>05</u> Major Obstacles with Influencer Marketing	<u>06</u> Major Obstacles with Influencer Marketing	<u>07</u> Major Obstacles with Influencer Marketing	<u>08</u> Major Obstacles with Influencer Marketing
<u>09</u> Major Obstacles with Influencer Marketing	<u>10</u> Major Obstacles with Influencer Marketing	<u>11</u> Major Obstacles with Influencer Marketing	<u>12</u> Major Obstacles with Influencer Marketing
<u>13</u> Major Obstacles with Influencer Marketing	<u>14</u> Major Obstacles with Influencer Marketing	<u>15</u> Major Obstacles with Influencer Marketing	<u>16</u> Major Obstacles with Influencer Marketing

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- Setting your marketing goals,
- conducting a marketing audit,
- conducting market research,
- analysing the research,
- identifying your target audience,
- determining a budget,
- developing specific marketing strategies,
- developing an implementation schedule for the strategies,
- creating an evaluation process

are the nine major steps required to develop a well-crafted, **strategic marketing plan**.

Table of Contents for Strategic Marketing Plan



<p>01 Assessing Our Current Situation</p> <ul style="list-style-type: none"> o What are Current Issues Faced by Firm? o Determine ROI from Different Marketing Platforms o Analyzing Current Performance Delivery Gap o Where are We Lagging in Delivering Value to Customers ? 	<p>06 Selecting Suitable Automated Marketing Software</p>
<p>02 Improving Customer Segmentation Process</p> <ul style="list-style-type: none"> o Segmenting Audience in Customer Funnel o Segmentation on Basis of Customer Spending o RFM Analysis for Customer Segmentation and Better Conversion o Assessing Target Customer Profile o Tactics Used to Target Potential Customer Segment 	<p>07 Firm Investment in Enhancing Marketing Experience</p>
<p>03 Enhancing Email Marketing Experience to Customers</p> <ul style="list-style-type: none"> o Essential Email Marketing Activities in Sales Funnel o Workflow for Restoring Abandon Cart through Email Marketing o Retargeting Tactics through Email Marketing 	<p>08 Impact Analysis</p> <ul style="list-style-type: none"> o Impact of Implementing Effective Marketing Tactics o Impact on Return on Investment
<p>04 How to Handle Churned Customers</p> <ul style="list-style-type: none"> › Determining Customer Churn Signals and Triggers › Acquisition Tactics to Treat Churned Customer › Customer Treatment Framework › Tactics to Improve Return on Investment › Several Tactics Used in Anti-Churn Campaigns 	<p>09 Performance Tracking Dashboards</p> <ul style="list-style-type: none"> o Social Media Engagement Dashboard o Email Marketing Dashboard
<p>05 Optimizing Customer Engagement</p> <ul style="list-style-type: none"> o Maintaining Social Media Calendar o Developing Content Plan for Better Customer Engagement o Delighting Customers to Improve Loyalty o Loyalty Programs Initiated by Firm 	

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FAQs

What is the format for a table of contents?

- To create a table of contents, begin by writing the title or chapter titles of your research paper in chronological order.
- Second, if your paper includes subheadings or subtitles, you write them.
- The page numbers for the corresponding headings and subheadings are then written.

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What are the fundamental steps of influencer marketing?

- Set goals.
- Define your ideal influencer.
- Find influencers.
- Begin the conversation.
- Negotiate with the influencer.
- Make content
- Promote
- Monitor its progress.

What constitutes the five components of a strategic marketing plan?

- Marketing Objectives and Goals.
- Define Your Target Market.
- Investigate Marketing Strategies.
- Plan Your Marketing Strategies.
- Create a timetable and a budget.

About Us

- SlideTeam is a premier Research, Consulting and Design agency that develops and templatises industry processes and best practices, frameworks and models across all industry and verticals to help customers present their strategies effectively and convincingly.
- In addition, Slide Team compiles data and statistics from thousands of sources over a wide range of topics to help customers make intelligent decisions. We develop and present our research in the form of fully editable PowerPoint templates to make it easy for our customers to create presentations based on their individual requirements.
- With a large team comprising of Research Analysts, Statisticians, Industry Experts and Designers spread over 6 countries, SlideTeam now hosts the world's largest collection of Ready to Use PowerPoint templates on all topics and industries.
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