**Mobile Strategy Template**

Map tactics to your primary audience segment(s). Adjust the width of the tactics depending on which segment it covers.

See sample below.

**High-level strategic direction**

**Audience segment**

**Audience segment**

**Audience segment**

Tactic

Tactic

Tactic

Tactic

Tactic

Tactic

Tactic

Tactic

**Mobile Strategy**

Tactic

Example:

**Opt-in SMS alerts (tertiary priority)**

**Mobile application (phase 2 priority)**

**Smartphone-centric website (primary priority)**

**Mobile search optimization (primary priority)**

**Your brand as a shopping companion**

Tactics

High-level strategic direction

Audience segment

**Mobile Strategy**

**Moms 30s–40s**

**Professionals**

**Moms 50+**

**N/A**

**N/A**

**Mobile search marketing (secondary priority)**

**N/A**

**N/A**