

Marketing Strategy

Goal 1:

Objective 1:

Target Markets:

Position:

Promotions Budget:

Content Budget:

Estimated Income:

Marketing Funnel:

TOFU

MOFU

BOFU

Cost:

Cost:

Cost:

Remaining Budget:

Marketing Strategy

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Objective 2:

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RASCI Framework

Objectives:

Responsible

Accountable

Supporting

Consulted

Informed

Risk Matrix

Risk summary:

Likelihood: Impact: Risk score:
(1-5) (1-5) (L x I)

Mitigation strategies:

