

# Marketing Strategy.

Goal 1:

Marketing  
Objective 1:

Target  
Markets:

Value  
Proposition:

Promotional Budget:

Content Budget:

Expected Income:

Marketing Funnel Plan:

TOFU

Cost:

MOFU

Cost:

BOFU

Cost:

Remaining Budget:



# Marketing Strategy.

Marketing  
Objective 2:

Target  
Markets:

Value  
Proposition:

Marketing Funnel Plan:

TOFU

Cost:

MOFU

Cost:

BOFU

Cost:

Remaining Budget:

# Marketing Strategy.

Marketing  
Objective 3:

Target  
Markets:

Value  
Proposition:

Marketing Funnel Plan:

TOFU

Cost:

MOFU

Cost:

BOFU

Cost:

Remaining Budget:

# Marketing Strategy.

Marketing  
Objective 4:

Target  
Markets:

Value  
Proposition:

Marketing Funnel Plan:

TOFU

Cost:

MOFU

Cost:

BOFU

Cost:

Remaining Budget:

# Marketing Strategy.

Goal 1:

Objectives:

Responsible

Accountable

Supporting

Consulted

Informed

Risk Register:

Risk :

**Likelihood:** (1-5)    **Impact:** (1-5)    **Risk score:** (L X I)    **Mitigation strategies:**