

# 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

**Goal 1:**

**Objective 2:**

**Target  
Markets:**

**Position:**

**Marketing funnel:**

Cost:

TOFU

Cost:

MOFU

Cost:

BOFU

**Remaining budget:**

# Marketing strategy

**Goal 1:**

**Objective 3:**

**Target  
Markets:**

**Position:**

**Marketing funnel:**

Cost:

TOFU

Cost:

MOFU

Cost:

BOFU

**Remaining budget:**

# Marketing strategy

**Goal 2:**

**Promotions budget:**

**Content budget:**

**Estimated income:**

**Objective 1:**

**Target  
Markets:**

**Position:**

**Marketing funnel:**

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**Remaining budget:**

# Marketing strategy

**Goal 2:**

**Objective 2:**

**Target  
Markets:**

**Position:**

**Marketing funnel:**

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**Remaining budget:**

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**Goal 3:**

**Promotions budget:**

**Content budget:**

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**Target  
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**Goal 3:**

**Objective 2:**

**Target  
Markets:**

**Position:**

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# Marketing strategy

**Goal 3:**

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# Marketing strategy

## 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: