

Marketing Strategy.

Goal 1:

Marketing Objective 1:

Target Markets:

Value Proposition:

Promotional Budget:

Content Budget:

Expected Income:

Marketing Funnel Plan:

TOFU

MOFU

BOFU

Cost:

Cost:

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: Impact: Risk score: Mitigation strategies:
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