



TOBI FAIRLEY & ASSOCIATES
TOBIFAIRLEY.COM
INFO@TOBIFAIRLEY.COM

MODULE 7 WORKSHEET

MARKETING & PR

Tobi's Sample Marketing Plan

Business Goal:

Marketing Goal:

Target Audience:

*Did you do the research?
Do you know where to reach them?*

Tactics:

*Give it to me step-by-step.
Social Media? Print? Email?
Is there a video component? Why or why not?
Is your branding in place?*

Budget:

Remember to include your time!

Timeline:

What analytics will you use to measure success and ROI?

