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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?

