

My Marketing Masterplan

STORY _____

VOICE _____

VALUES _____

VOCABULARY _____

_____ BR

AND _____

MY AUDIENCES

DEFNITION OF
SECTORS _____

CHALLENGES, NEEDS &
DESIRES _____

HOW YOU WILL
DELIGHT _____

My Marketing Masterplan

MY PLAN

THIS YEAR'S BUSINESS

FOCUS _____

DIGITAL MARKETING

OPTIONS _____

OTHER MARKETING

OPTIONS _____

CONTENT

IDEAS _____

FINANCIAL ACTIONS &

OUTCOMES _____
