

1-PAGE MARKETING PLAN

growththink

TARGET AUDIENCE / PERSONA

DEMOGRAPHICS

PSYCHOGRAPHICS

AUDIENCE NEEDS

UNIQUE SELLING PROPOSITION

MARKETING CHANNELS

MARKETING STRATEGIES

DIGITAL MARKETING STRATEGY

TRADITIONAL MARKETING STRATEGY

CONVERSION, REFERRAL & RETENTION STRATEGY

GOALS & RESULTS

DIGITAL MARKETING RESULTS

TRADITIONAL MARKETING RESULTS

CONVERSION, REFERRAL & RETENTION RESULTS