



SHEBUILDSBRANDS

Marketing Plan

by Kubi Springer



Your Marketing Plan

When you are creating your brand marketing plan, think of it working together with your strategy as a funnel system to achieve your desired results. As illustrated in the next page, you have your desired results at the top of the funnel, with each of your specific campaigns delivering marketing efforts to achieve the results.

WHAT GOES INTO A CAMPAIGN?

For each specific campaign, there are seven key points to follow for the campaign to be a success:

01 Campaign Objectives

02 Campaign Targets

03 Marketing Messages

04 Campaign Budget

05 Marketing Tactics or Channels of Communication

06 Lead Times

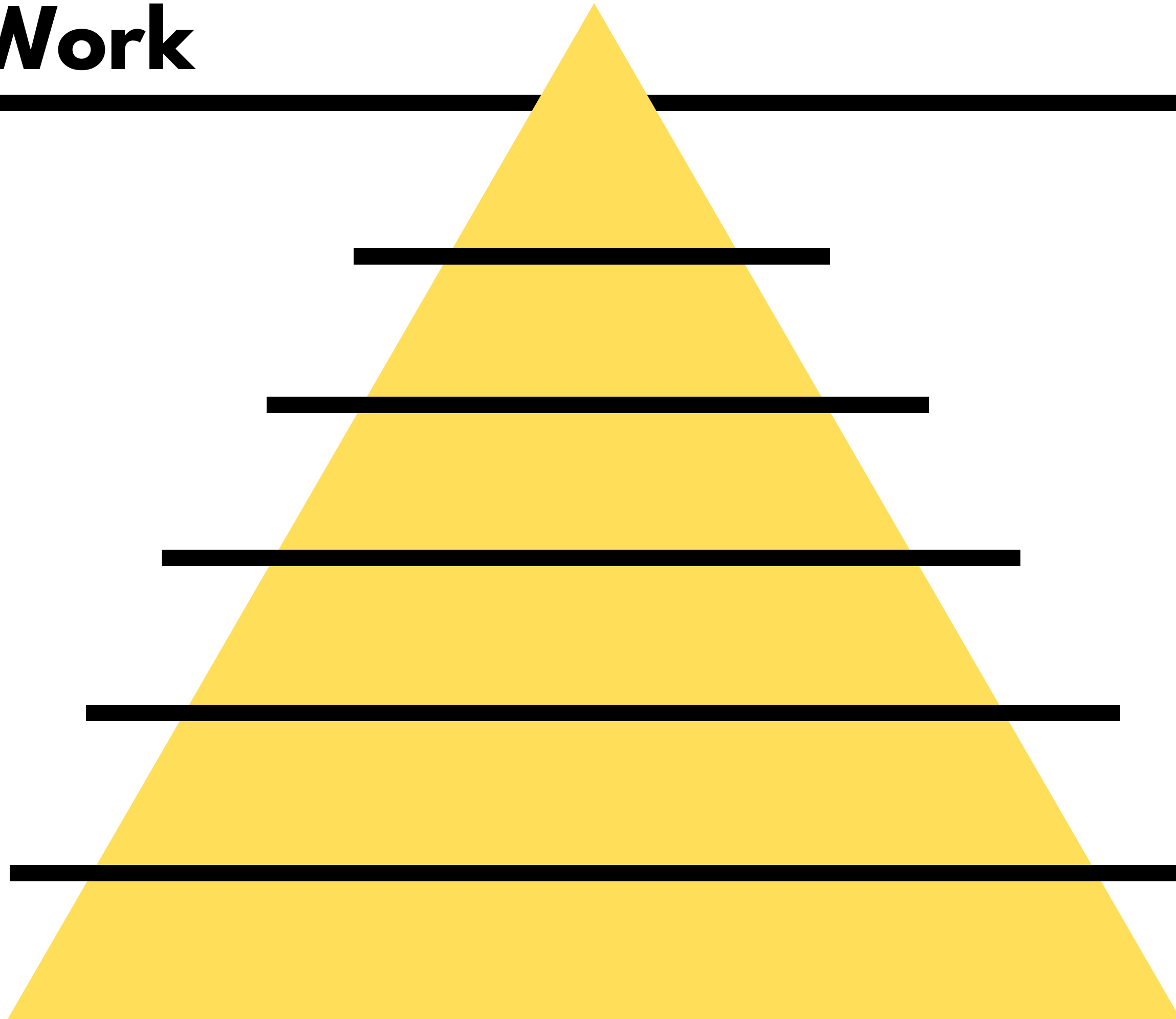
07 Campaign Calendar

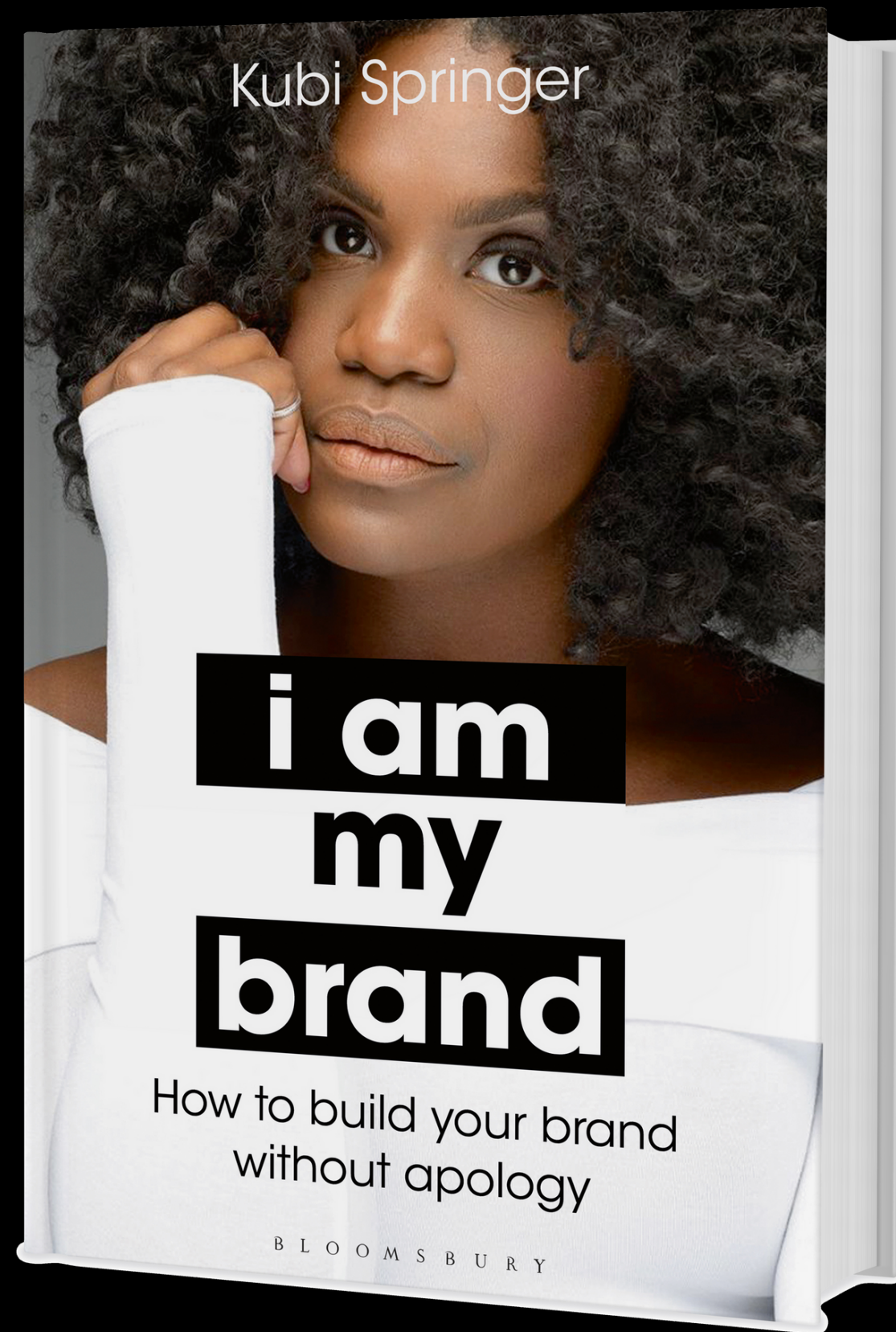
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Do The Work





“**DEFINE YOUR BRAND**
OR THE WORLD
WILL DEFINE IT FOR YOU”

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