

MARKETING STRATEGY

Determine The Goal/Why:

Determine The Audience(s): (Repeat, One-Time)

Where & How Would The Audience(s) Conduct Their Search:

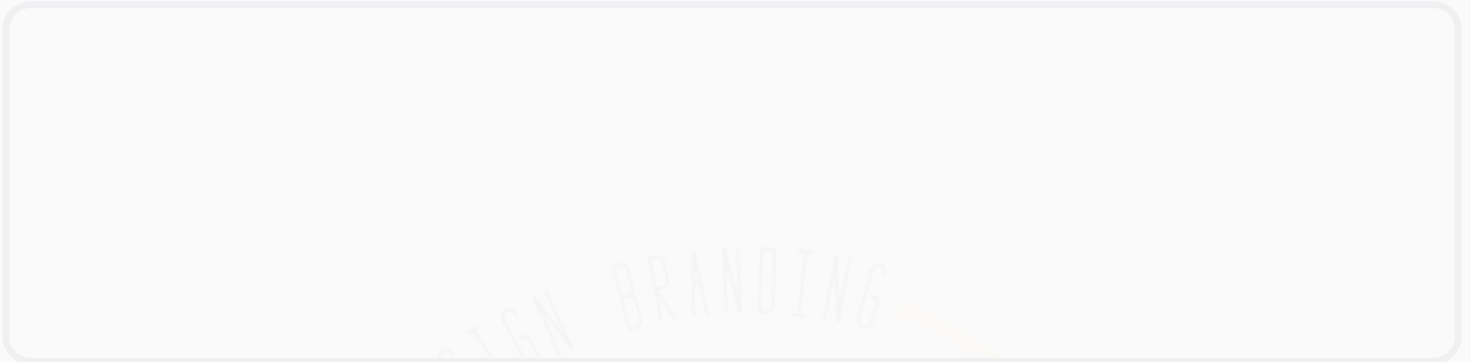
What would the Audience(s) need to see, hear, know about you to make their decision?

What specifically should the Audience(s) know about your business?



MARKETING STRATEGY

How will we attract the Audience(s): (Marketing)



How will we obtain the Audience(s): (Lead Generation)



How will we convert the Audience(s): (Conversion)



How will we convert the Audience(s): (Conversion)

