SALES & MARKETING PLAN

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| GOAL | TARGET | STRATEGIES | TACTICS / MESSAGES | CALENDAR | MEASUREMENT |
| Specific, measureable objectives to | Specific targets, reachable | Strategies toattract the specific | Tools or channels you’ll use to reach your targets. What’s unique about | Specify which activities you will | How will you track results? How will you |
| accomplish in an established time | segments of people with similar needs or | people or organizations you’re trying to reach | yourstory/product/services/bio/history | do daily, weekly, monthly or | compare theeffectiveness of each |
| period. | interests, motivations, demographics, locations, etc. | with a compelling offer that meets their interests/needs. | that connects with your target audience? Which messages will be persuasive? | quarterly to achieve your goals. What time of day or day of week is most effective for each activity? | tactic? How will you calculate the time/money/# of contacts it takes to attract/retain each customer/client? |

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