**Marketing Plan for**

**Strategic aims and objectives**

How do we do this?

**Budget breakdown**

|  |  |
| --- | --- |
| **Channel** | **Budget** |
| Advertising | £ |
| Content Generation | £ |
| PR | £ |
| Design | £ |
| Digital | £ |
| Events | £ |
| Website & CRM | £ |
| Contingency | £ |
| **Total** | **£** |

**Channels**

* Website (home for content – traffic needed from PR/emails/social media)
* SEO
* Social Media organic and paid for – twitter, Facebook, LinkedIn, Instagram
* Paid for search
* Events
* Networking
* Email - as we build lists from contact forms
* Lead engagement funnel
* Press/PR – exclusive print features in key publications in the countries
* Podcasts, blogs and video content

**Activity**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Activity** | **Date** | **Who** | **Notes** | **Cost** | **Progress** |
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