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| **SALES & MARKETING PLAN** |
| **GOAL** | **TARGET** | **STRATEGIES** | **TACTICS / MESSAGES** | **CALENDAR** | **MEASUREMENT** |
| Specific, measureableobjectives toaccomplish in an established time period. | Specific targets, reachablesegments of peoplewith similar needs orinterests, motivations,demographics,locations, etc.  | Strategies toattract the specificpeople or organizationsyou’re trying to reachwith a compelling offer that meets theirinterests/needs. | Tools or channels you’ll use to reach your targets. What’s unique about your story/product/services/bio/history that connects with your target audience? Which messages will be persuasive? | Specify which activities you will do daily, weekly, monthly orquarterly to achieveyour goals. What time of day or day of week is most effective for each activity? | How will you trackresults? How will youcompare the effectiveness of eachtactic? How will youcalculate the time/money/# of contacts it takes to attract/retain eachcustomer/client? |
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