

Company

Author

Draft created

Relevant period

GOALS

What do you want to achieve?

CUSTOMER

- Geographic and demographic characteristics
Age Gender Marital status Monthly salary
Work information
Home location
- Interests • Beliefs • Values • Hobbies
- Pain points and needs
- Digital habits
Social media
News portals

Who is your customer?

MARKETING MESSAGE

Which message do you wish to send to your audience?
What is the most important thing that your audience needs to know about you and your product?

Company

Author

Draft created

Relevant period

CHANNEL/S

Owned media

Paid media

Earned media

MONITORING

What will you be monitoring and where?

BUDGET ALLOCATION

Owned media

Paid media

Earned media