



My primary goal for using digital marketing is:	
The digital strategies I will use to achieve this goal are: 1 2 3	ract/Reach Nurture Convert Retain & Grow Advocate
The people I am trying to reach are:	
The topics I will post about are:	
To measure performance, the following KPIs will be tracked:	
Therefore, I am going to implement the following digital marke	ting tactics:
Immediately	
Short-term (next 3 months)	HERO Innovate
Medium-term (3 – 6 months)	Optimize
Long Term (6 months+)	HYGIENE Execute with excellence