

My primary goal for using digital marketing is:

The digital strategies I will use to achieve this goal are:

1. _____
2. _____
3. _____



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 marketing tactics:

Immediately

Short-term (next 3 months)

Medium-term (3 – 6 months)

Long Term (6 months+)

