**Marketing Plan**

*(complete one for each project, if you have more than one)*

**Project 1:**

|  |  |
| --- | --- |
| **Target Market Description:**  (size, demographics, buying characteristics, problems, etc) | |
| **Marketing Strategy 1:** | Key tasks: (eg create product, email list) |
| **Marketing Strategy 2:** | Key tasks: |
| **Marketing Strategy 3:** | Key tasks: |