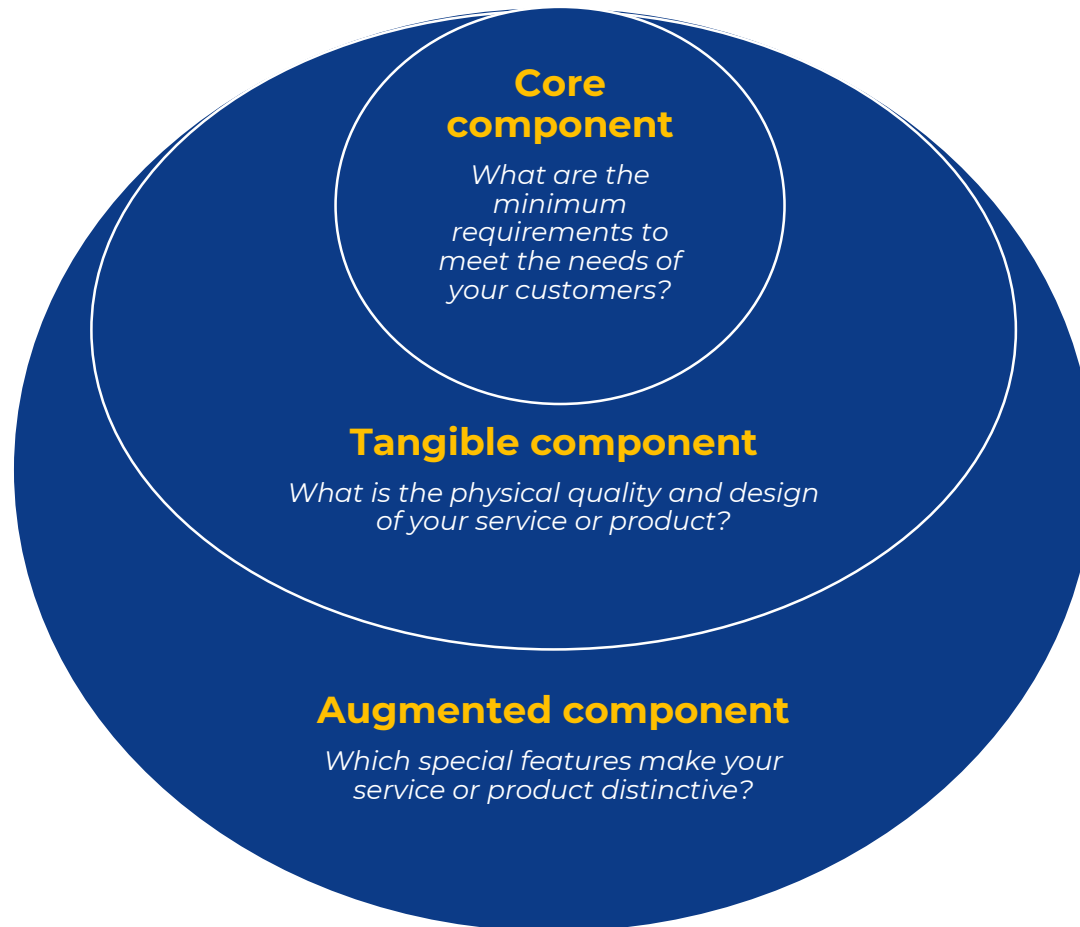


Marketing Summary



Marketing Product



Marketing Place

Customer touchpoints

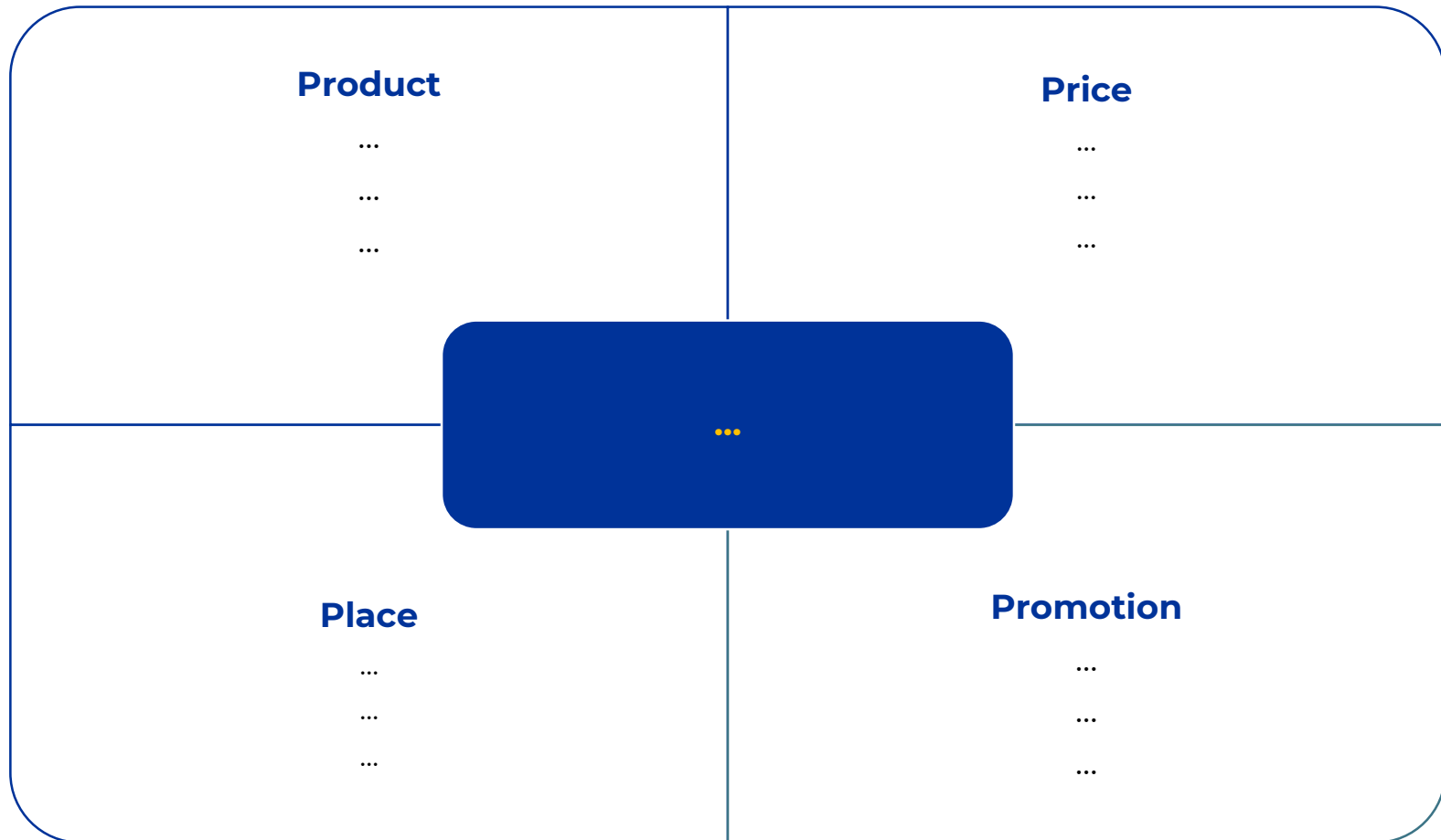
	Before purchase	During purchase	After purchase
Direct	<i>Where and how does a (potential) customer come directly in contact with your service or product before purchase?</i>	<i>Where and how does a customer come directly in contact with your service or product during purchase?</i>	<i>Where and how does a customer come directly in contact with your service or product after purchase?</i>
Indirect	<i>Where and how does a (potential) customer come indirectly in contact with your service or product before purchase?</i>	<i>Where and how does a customer come indirectly in contact with your service or product during purchase?</i>	<i>Where and how does a customer come indirectly in contact with your service or product after purchase?</i>

Marketing Promotion

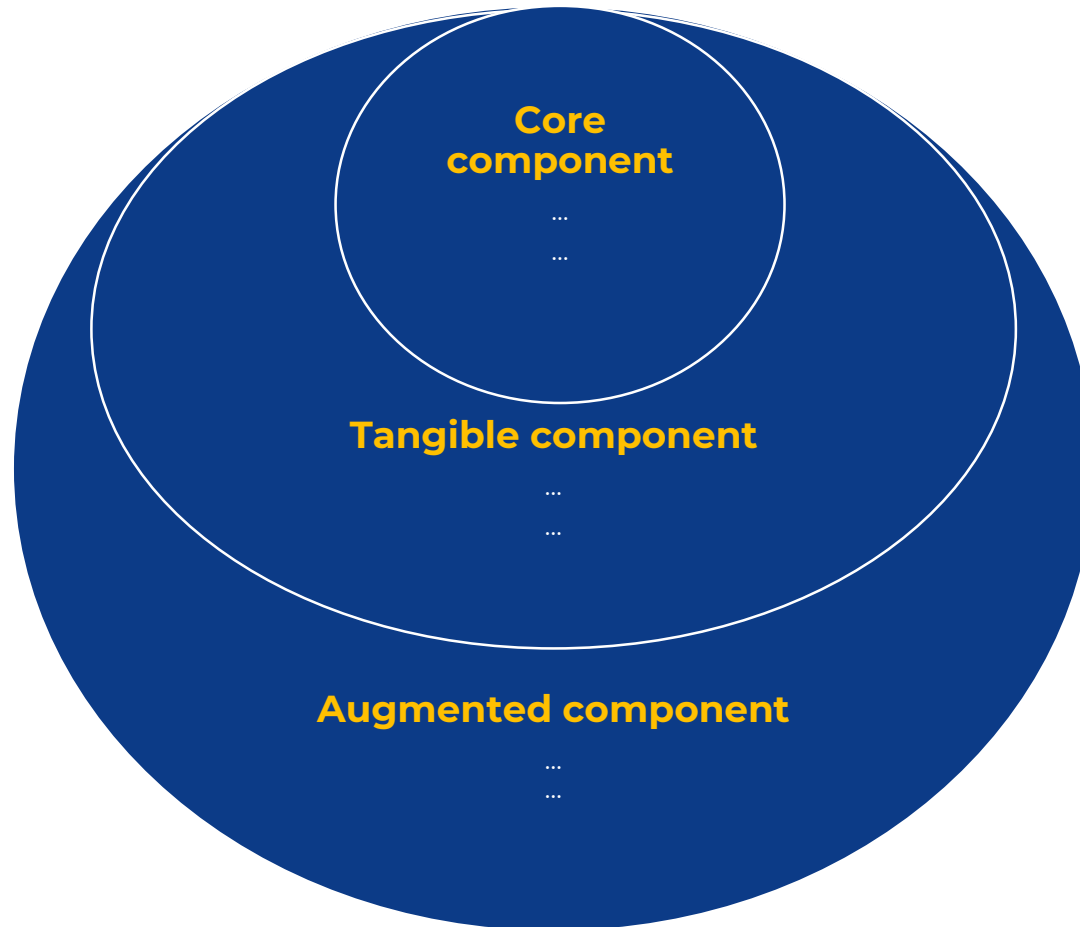
Marketing activity plan

Marketing activity Milestone	Person responsible	Date of expected completion	Cost (€)
<i>Print advertising, online advertising, mail-out, giveaway, media release, event, website, blog/social media, public relations, branding and artwork, or publications and catalogues.</i>	<i>Who is responsible for completing this task?</i>	<i>When do you expect to complete the marketing activity?</i>	<i>Estimated cost of activity.</i>
<i>Print advertising, online advertising, mail-out, giveaway, media release, event, website, blog/social media, public relations, branding and artwork, or publications and catalogues.</i>	<i>Who is responsible for completing this task?</i>	<i>When do you expect to complete the marketing activity?</i>	<i>Estimated cost of activity.</i>
<i>Print advertising, online advertising, mail-out, giveaway, media release, event, website, blog/social media, public relations, branding and artwork, or publications and catalogues.</i>	<i>Who is responsible for completing this task?</i>	<i>When do you expect to complete the marketing activity?</i>	<i>Estimated cost of activity.</i>

My Project: Marketing (Summary)



My Project: Marketing (Product)



My Project: Marketing (Place)



Customer touchpoints

	Before purchase	During purchase	After purchase
Direct	<ul style="list-style-type: none"> • ... 	<ul style="list-style-type: none"> • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ...
Indirect	<ul style="list-style-type: none"> • ... • ... 	<ul style="list-style-type: none"> • ... 	<ul style="list-style-type: none"> • ...

My Project: Marketing (Promotion)



Marketing activity plan

Marketing activity Milestone	Person responsible	Date of expected completion	Cost (€)
...
...
...