



Office Green

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|--|--|-------------------|-----------------------|------------|---------------|---------------|
| R - Responsible | Completes the deliverable or task. | | | | | |
| A - Accountable | Makes final decisions and signs off on task completion. Only 1 per task. | | | | | |
| C - Consulted | An advisor, stakeholder, or subject matter expert who offers guidance before an action is taken. | | | | | |
| I - Informed | Kept up to date on decisions made. | | | | | |
| Plant Pals Marketing & Sales Strategy | Director of product | Marketing Manager | Marketing Coordinator | Copywriter | Head of Sales | Sales Manager |
| PHASE 1 | | | | | | |
| Task/Deliverable | | | | | | |
| Create a marketing plan for the new service | C | A | R | C | C | I |
| Write promotional copy | I | A | C | R | I | I |
| Design marketing assets (e.g., flyers, brochures, and online advertisements) | I | A | R | C | I | I |
| Create a customer outreach and onboarding plan | C | C | I | I | A | R |