

# MARKETING 营销活动 策划方案

FOR LAUNCHING THE "SUCH AND SUCH AN EVENT OF"  
MARKETING PROGRAM

S

销售部

T

2019.XX.XX

# 关于活动

ABOUT ACTIVITIES



## 时间及目标

TIME AND GOAL



## 实施的步骤

STEPS TO IMPLEMENT



## 奖励与考核

AWARDS AND ASSESSMENTS



## 规范和要求

SPECIFICATIONS AND REQUIREMENTS



ART 01

# 时间及目标

TIME AND GOAL

- 总体目标
- 时间安排
- 重点项目目标
- 任务分配

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This is English translation



27<sub>+</sub>

million

总体目标



12<sub>+</sub>

million

利润目标



60%

销售占比

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This is English translation

YOU TEXT HERE

Ut wisi enim ad minim  
veniam, quis nostrud exerci  
tation

11.08

YOU TEXT HERE

Ut wisi enim ad minim  
veniam, quis nostrud exerci  
tation

11.10

11.09

YOU TEXT HERE

Ut wisi enim ad minim  
veniam, quis nostrud exerci  
tation

11.11

YOU TEXT HERE

Ut wisi enim ad minim  
veniam, quis nostrud exerci  
tation

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## YOU TEXT HERE

Ut wisi enim ad minim  
veniam, quis nostrud exerci  
tation

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tation



YOU TEXT HERE

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veniam, quis nostrud exerci  
tation





ART02

## 实施的步骤

STEPS TO IMPLEMENT

- 热点事件切入
- 事件联动
- 联合各大网站
- 强化自身优势



# ADD YOUR TITLE HERE

This is English translation

Ut wisi enim ad minim veniam, quis nostrud exerci tationUt wisi enim ad minim  
veniam, quis nostrud exerci tation  
Ut wisi enim ad minim veniam, quis nostrud exerci tation



Supporting text here.



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Choose the only option to retain text.



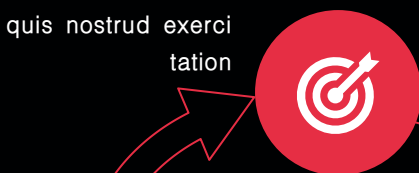
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This is English translation

YOU TEXT HERE

Ut wisi enim ad minim  
veniam, quis nostrud exerci  
tation



Text



YOU TEXT HERE

Ut wisi enim ad minim  
veniam, quis nostrud exerci  
tation

YOU TEXT HERE

Ut wisi enim ad minim  
veniam, quis nostrud exerci  
tation

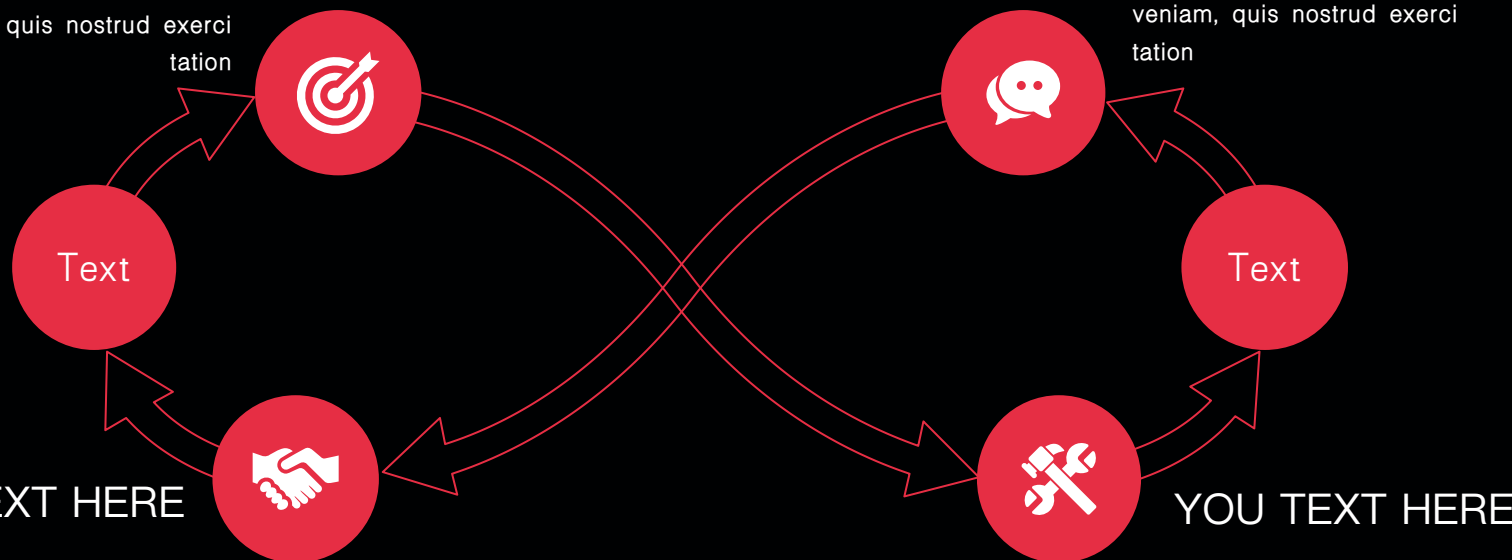


Text



YOU TEXT HERE

Ut wisi enim ad minim  
veniam, quis nostrud exerci  
tation



# ADD YOUR TITLE HERE

This is English translation

YOU TEXT HERE

Ut wisi enim ad minim veniam, quis  
nostrud exerci tation



YOU TEXT HERE

Ut wisi enim ad minim veniam, quis  
nostrud exerci tation



YOU TEXT HERE

Ut wisi enim ad minim veniam, quis  
nostrud exerci tation



YOU TEXT HERE

Ut wisi enim ad minim veniam, quis nostrud  
exerci tation



YOU TEXT HERE

Ut wisi enim ad minim veniam, quis nostrud  
exerci tation



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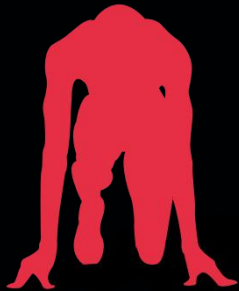
Ut wisi enim ad minim veniam, quis nostrud  
exerci tation



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This is English translation

Ut wisi enim ad minim veniam, quis nostrud  
exerci tationUt wisi enim ad minim veniam, quis  
nostrud exerci tation Ut wisi enim ad minim  
veniam



30 YOU TEXT HERE

0% Ut wisi enim ad minim veniam, quis  
nostrud exerci tation



50% YOU TEXT HERE

Ut wisi enim ad minim veniam, quis  
nostrud exerci tation



66% YOU TEXT HERE

Ut wisi enim ad minim veniam, quis  
nostrud exerci tation



80% YOU TEXT HERE

Ut wisi enim ad minim veniam, quis  
nostrud exerci tation



ART 03

# 奖励与考核

AWARDS AND  
ASSESSMENTS

- 团队奖励
- 突出个人
- 相关制度

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Ut wisi enim ad minim veniam, quis nostrud exerci tation



## YOU TEXT HERE

Ut wisi enim ad minim veniam, quis nostrud exerci tation



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YOU TEXT HERE

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YOU TEXT HERE

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Ut wisi enim ad minim veniam, quis nostrud  
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ART04

# 规范和要求

SPECIFICATIONS AND  
REQUIREMENTS

- 执行规范
- 组织保障
- 其他相关要求

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01

YOU TEXT HERE

Ut wisi enim ad minim veniam, quis nostrud exerci tation

02

YOU TEXT HERE

Ut wisi enim ad minim veniam, quis nostrud exerci tation

03

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Ut wisi enim ad minim veniam, quis nostrud exerci tation

04

YOU TEXT HERE

Ut wisi enim ad minim veniam, quis nostrud exerci tation

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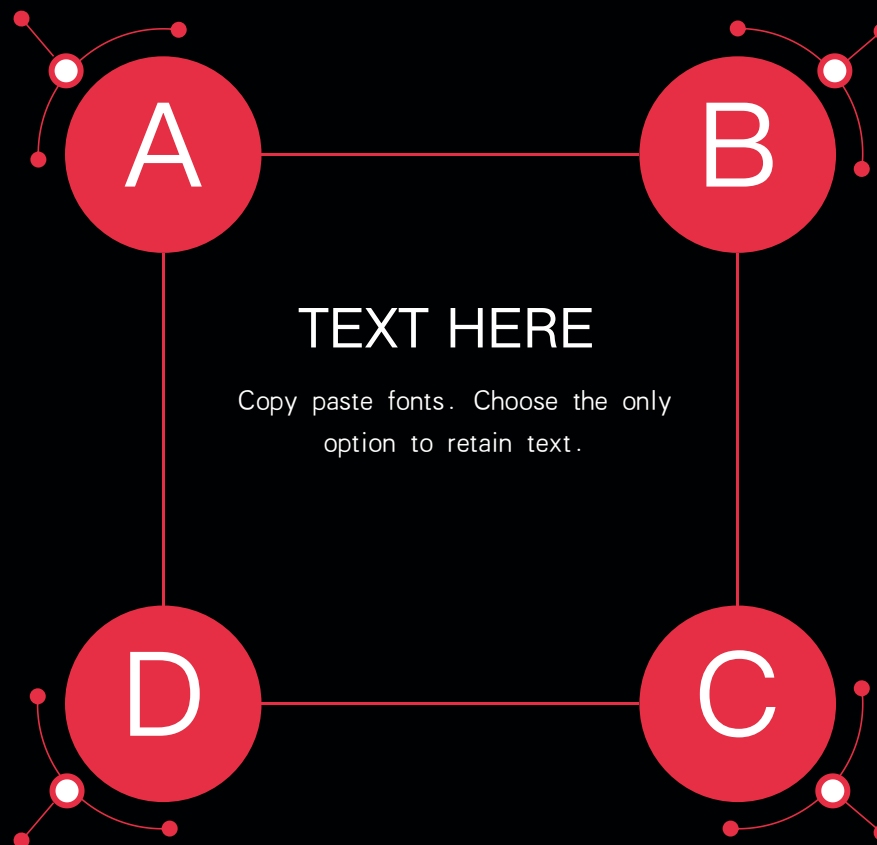
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This is English translation

YOU TEXT HERE

Ut wisi enim ad minim veniam, quis  
nostrud exerci tation



TEXT HERE

Copy paste fonts. Choose the only  
option to retain text.

YOU TEXT HERE

Ut wisi enim ad minim veniam, quis nostrud  
exerci tation

YOU TEXT HERE

Ut wisi enim ad minim veniam, quis  
nostrud exerci tation

YOU TEXT HERE

Ut wisi enim ad minim veniam, quis nostrud  
exerci tation



ANK YOU  
汇报完毕  
感谢聆听

REPORT COMPLETED THANKS FOR LISTENING