

TARGET AUDIENCE

{ Identify the ideal customer demographic for the product/service

CHANNELS

Brainstorm various channels to promote the product/service (e.g. social media, email marketing, paid advertising)

METRICS *

Identify the key performance indicators (KPIs) to measure the success of the marketing campaign (e.g. website traffic, conversions, sales revenue)

BRAINSTORM

BRANDING

{ Discuss the branding elements such as logos, colors, and tone of voice for the product/service

PRODUCT/ SERVICE FEATURES

List out the unique selling points and features

PROMOTION ☆

Brainstorm promotional tactics such as discounts, giveaways, and contests to attract customers

50%