

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						
1. Create a marketing plan for the new service	С	A	R	С	С	1
2. Write promotional copy	1	A	С	R	1.0	1
3. Design marketing assets		A	R	С		
4. Create a customer outreach and onboarding plan	С	С	ı	1	A	R
	*Note: The Director of Product should be kept informed about the promotional copy and the marketing assets. Other informed individuals may vary.					