Savannah Price

Professor Guzman

CIM 111

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Marketing SEO Plan

1. The areas I plan on targeting when it comes to marketing are the coastal cities throughout the USA, including Hawaii and Alaska. I’m choosing these geographical locations because they have the largest daily impact on the wellbeing of the ocean in the country.
2. I am going to buy these keywords: ocean, reefs, coral reefs, reef-safe, clean ocean, ocean-safe, sustainable, recycle, save the fishes.
3. The duration of my campaign will be for one month, and I will spend $1,003. This means everyday I will be spending about $33.



