

Effective Marketing Plans: Your Roadmap to Dynamic Growth

Breakout 1

- Describe Your Ideal Target
- What Frustrations Can You Help With?
- How Can You Help Solve Their Frustrations?
- How Are You Different from Competition?

Breakout 2

- What are your business goals?
- Where can you reach your Ideal Target?
- How will you document and manage marketing activities?
- What few metrics do you or could you track?
- What time period will you track (weekly/monthly), and why?