## **1-PAGE MARKETING PLAN**

## grow**think**

TARGET AUDIENCE / PERSONA						
DEMOGRAPHICS	PSYCHOGRAPHICS		AUDIENCE NEEDS	UNIQUE SELLING PROPOSITION		MARKETING CHANNELS
MARKETING STRATEGIES						
DIGITAL MARKETING	STRATEGY	TR	RADITIONAL MARKETING STRATEG	iΥ	CONVERSION, REFE	ERRAL & RETENTION STRATEGY
GOALS & RESULTS						
DIGITAL MARKETING	RESULTS	т	TRADITIONAL MARKETING RESULT	S	CONVERSION, REF	ERRAL & RETENTION RESULTS