

MARKETING STRATEGY (CAMPAIGN)

Campaign name:

Campaign Mode (Online/Offline/ email/ sms/ whatsapp/ other) Please specify:

Awareness Level:

Expected End Result:

How would you wish to attract attention? :

Describe your probable purchaser:

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When and Where? (time and locations)

Point of entry, will the customer enter to your offer?

How are you going to develop desire?

What are your call to actions?

Explain further: