

Continue

Race Digital Marketing Planning Framework

Lifecycle Stage	Objective (SMART)	Strategies towards goal	KPI
Reach Awareness and visits	Increase monthly visits by +30% in a year	Create a YouTube Channel of free photography tutorials covered by the partner network.	# Visits Organic Traffic
Act Interaction and leads	Reduce Cost Per Acquisition 10% in a year	Social Media Advertising of Photography courses that had performed well in regular PPC advertising. Convert ROI system along the funnel, measuring acquisition costs, conversion rates and amount spent in dollars.	# Prospects Per Content Item # Spent Per Prospect
Convert Sales and profit	Increase conversion rate from 1% to 2% in a year	Change the approach of your Photography courses moving towards 1:1 offers in order to increase conversions. Develop an Affiliate Program for influencers in order to gain affinity among them.	% Prospects over Customers
Engage Loyalty and advocacy	Increase Time to Live (TTL) from 2 Weeks to 3 months in a year	Take advantage of the email list to create a newsletter.	# of Subscriptions Monthly



How to plan a digital marketing strategy. What is the best digital marketing strategy. What are the three elements of a digital marketing plan. What should a digital marketing strategy include. Best digital marketing powerpoint (ppt) templates and infographics - strategy and plan. What is a digital marketing plan.

A digital marketing plan is important for all businesses to guide their marketing activities and day-to-day work. By having a well-guided plan, you can reach more audiences, get more views, and increase your revenue. If you are new to the world of online marketing, it can be challenging to know where to start from and how to reach your marketing goals. Let's review how to step-by-step create a digital marketing plan that perfectly aligns with your business. We've also included a downloadable digital marketing plan template at the end to cover all of this! What is a Digital Marketing Plan? A digital marketing plan is a document where you will outline the day-to-day work to promote your product/services online. Why Do You Need a Digital Marketing Plan? A well-made digital marketing plan can help you and your company to: Learn everything there is to know about the market and your target audience. Align digital marketing strategies with company goals so that everyone works toward the same goals. Utilize available resources in an efficient and well-organized manner - avoiding wasting funds or your time. Improve internal communication as team members can use the marketing plan as a reference to sharing ideas. Improve Client communication. You can better collaborate with your clients to build a marketing strategy that fulfills their goals and expectations. What Should My Digital Marketing Plan Template Include? Several aspects that need to be included in your digital marketing plan template are: Target Audience: Your company must have a recognizable customer to whom you want to pitch your services. Your marketing campaign will revolve around this target audience. Your digital marketing campaigns perform much better when you understand your audience. Channels: Once your message is defined, you have to make sure it reaches your audience effectively. Spend time on what platforms your plan will perform the best. Objective: Having a clear goal to achieve makes it easier to plan and act in that direction. Budget: Before putting the plan into action, you must plan out your budget. Without budget planning, you will either spend too much or too little. Timeline: Be sure of what length your marketing plan will cover. Check whether your digital campaign requires special holidays if there is any existing campaign, and what resources are available. Now you know the elements of creating a digital marketing plan, let's learn how to create a marketing plan specific to your business. How to Create Your Digital Marketing Plan? Step 1: Analyse Your Situation The first step is to understand the current situation of your firm. By doing a digital marketing audit, you can get an idea of your company's situation - pointing out opportunities and threats. For example, you can do SWOT Analysis. You can make decisions by looking at the strengths, weaknesses, opportunities, and threats for your company and the market at large. Step 2: Establish Your Goals After SWOT analysis, you will know your situation and what aspects you need to improve. Once you know your situation, establish goals to grasp where you want to reach your current marketing plan. Everything you plan next will be to achieve the goal you set here. Set SMART Goals for your digital marketing plan. Here's an example: Not a SMART Goal: "I want to increase subscriptions on my website." SMART Goal: "I want to gain 2000 subscriptions on my website in the next month. To achieve this, I'll do A, B, and C." Step 3: Build a Marketing Strategy Now when the goal is set, what are you going to do to achieve them? Now is the time to come out with a plan to materialize the goals you set. You can start with choosing appropriate channels for promotion and customer communication. Factors to keep in mind when defining your marketing strategy: Know your target audience and their tastes, needs, and preferences to create a marketing plan that attracts them. Share your value proposition with the audience. Tell them why they should choose you over your competitor. It is very important to create and manage engaging content that conveys your message and connects with your audience. Step 4: Follow a Digital Strategy Based on your objective and marketing plan, you can carry out different strategies: email marketing, social media campaigns, web optimization, SEO strategies, paid media advertising, etc. Thanks to these strategies, you'll be able to personalize your message based on your target audience - increasing your chances of success. You can use marketing automation tools to automate your marketing campaigns. Marketing automation helps you and your team free up time from manual tasks, giving you the chance to focus on other activities. Following a digital strategy like this allows you to create marketing campaigns in a short amount of time. Step 5: Measuring Results and KPIs Digital marketing is very dynamic. It rapidly changes with trends and global events. So it's important to measure and analyze the results. Request feedback from customers and employees to know the impact your digital marketing plan had on them. Also, collect data and prepare reports to analyze the results of your efforts. KPIs are important to monitor your strategy and ensure stability. Measure every action performed with KPIs to know whether the expected ROI was achieved or not. By evaluating the results, you can figure out more about your target audience and what campaigns work best for your business. BONUS: Best Tools to Create a Marketing Plan You can easily create your marketing plan with the help of digital marketing tools. Some of our recommendations are: Tools for Research It comes with advanced features that can show site demographics, where your visitors come from, and where your competitors' traffic comes from. Similarweb is another excellent research tool. It has some of the same functions as Alexa, but it also has more reporting capabilities and other data such as location, referring sites, and SEO analytics. Ahrefs is one of the most popular tools. It has a wealth of information about backlinks your competitors use, search engine rankings, and much more. Tools for Collaboration Basecamp is an excellent team collaboration tool. It can be used to communicate with your team, save and organize project files, and collaborate more effectively. Slack focuses more on communication. It is an excellent tool for storing data and collaborating with coworkers. Tools for Charts & Presentation This program provides a simple drag-and-drop design tool that allows you to quickly construct attractive charts and infographics for your marketing strategy. Canva is a fantastic design tool for a variety of projects. It offers several helpful features which can be beneficial to your marketing strategy. Ready to start creating your marketing plan? You should now have a better understanding of how to create a digital marketing plan that is tailored to your company's needs. To make it easier for you, we have designed an elaborate and simple-to-use marketing plan template with all the steps you need to make a complete online marketing plan. Get started on your online marketing plan and take your business to the next level. Do you take a good, hard look at your team's marketing strategy every year? You should. Without an annual marketing plan, things can get messy - and it's nearly impossible to put a number on the budget you'll need to secure for the projects, hiring, and outsourcing you'll encounter over the course of a year if you don't have a plan. To make your plan's creation easier, we've put together a list of what to include in your plan and a few different planning templates where you can easily fill in the blanks. To start, let's dive into how to create a marketing plan and then take a look at what a high-level marketing plan has inside. In this article, we're going to discuss: Marketing Plan Outline Marketing plans can get quite granular to reflect the industry you're in, whether you're selling to consumers (B2C) or other businesses (B2B), and how big your digital presence is. Nonetheless, here are the elements every effective marketing plan includes: 1. Business Summary In a marketing plan, your Business Summary is exactly what it sounds like: a summary of the organization. This includes: the company name Where it's headquartered Its mission statement 2. Business Initiatives The Business Initiatives element of a marketing plan helps you segment the various goals of your department. Be careful not to include big-picture company initiatives, which you'd normally find in a business plan. This section of your marketing plan should outline the projects that are specific to marketing. You'll also describe the goals of those projects and how those goals will be measured. 3. Customer Analysis Here's where you'll conduct some basic market research. If your company has already done a thorough market research study, this section of your marketing plan might be easier to put together. Ultimately, this element of your marketing plan will help you describe the industry you're selling to and your buyer persona. A buyer persona is a semi-fictional description of your ideal customer, focusing on traits like: Age Location Title Goals Personal challenges Pains Triggering events 4. Competitor Analysis Your buyer persona has choices when it comes to solving their problems, choices in both the types of solutions they consider and the providers that can administer those solutions. In your market research, you should consider your competition, what they do well, and where the gaps are that you can potentially fill. This can include: Positioning Market share Offerings Pricing 5. SWOT Analysis Your marketing plan's Business Summary also includes a SWOT analysis, which stands for the business's strengths, weaknesses, opportunities, and threats. Be patient with your business's SWOT analysis; you'll write most of it based on your market research from the sections above and your strategy below. 6. Market Strategy Your Market Strategy uses the information included in the above sections to describe how your company should approach the market. What will your business offer your buyer personas that your competitors aren't already offering them? In a full-length marketing plan, this section can contain the "seven Ps of marketing": Product Price Place Promotion People Process Physical Evidence (You'll learn more about these seven sub-components inside our free marketing plan template, which you can download below.) 7. Budget Don't mistake the Budget element of your marketing plan with your product's price or other company financials. Your budget describes how much money the business has allotted the marketing team to pursue the initiatives and goals outlined in the elements above. Depending on how many individual expenses you have, you should consider itemizing this budget by what specifically you'll spend your budget on. Example marketing expenses include: Outsourcing costs to a marketing agency and/or other providers Marketing software Paid promotions Events (those you'll host and/or attend) 8. Marketing Channels Lastly, your marketing plan will include a list of your marketing channels. While your company might promote the product itself using certain ad space, your marketing channels are where you'll publish the content that educates your buyers, generates leads, and

Part of this section's purpose is to prove to your superiors, both inside and outside the marketing department, that these channels will serve to grow the business; Businesses with extensive social media presences might even consider elaborating on their social strategy in a separate social media plan template. 9. Financial Projections Knowing the budget and doing analysis on the marketing channels you want to invest in, you should be able to come up with a plan for how much budget to invest in which tactics based on expected ROI. From there, you'll be able to come up with financial projections for the year. These won't be 100% accurate but can help with executive planning. 1. Conduct a situation analysis. Before you can get started with your marketing plan, you have to know your current situation. What are your strengths, weaknesses, opportunities, and threats? Conducting a basic SWOT analysis is the first step to creating a marketing plan. Additionally, you should also have an understanding of the current market. How do you compare to your competitors? Doing a competitor analysis should help you with this step. Think about how other products are better than yours. Plus, consider the gaps in a competitor's approach. What are they missing? What can you offer that'll give you a competitive advantage? Think about what sets you apart. Answering questions like this should help you figure out what your customer wants, which brings us to step number two. 2. Define your target audience. Once you better understand the market and your company's situation, make sure you know who your target audience is. If your company already has buyer personas, this step might just mean you have to refine your current personas. If you don't have a buyer persona, you should create one. To do this, you might have to conduct market research. Your buyer persona should include demographic information such as age, gender, and income. However, it will also include psychographic information such as pain points and goals. What drives your audience? What problems do they have that your product or service can fix? Once you have this information written out, it'll help you define your goals, which brings us to step number three. 3. Write SMART goals. My mother always used to tell me, "You can't go somewhere unless you have a road map." Now, for me, someone who's geographically challenged, that was literal advice. However, it can also be applied metaphorically to marketing. You can't improve your ROI unless you know what your goals are. After you've figured out your current situation and know your audience, you can begin to define your SMART goals. SMART goals are specific, measurable, attainable, relevant, and time-bound. This means that all your goals should be specific and include a time frame for which you want to complete them. For example, your goal could be to increase your Instagram followers by 15% in three months. Depending on your overall marketing goals, this should be relevant and attainable. Additionally, this goal is specific, measurable, and time-bound. Before you start any tactic, you should write out your goals. Then, you can begin to analyze which tactics will help you achieve that goal. That brings us to step number four. 4. Analyze your tactics. At this point, you've written down your goals based on your target audience and current situation. Now, you have to figure out what tactics will help you achieve your goals. Plus, what are the right channels and action items to focus on? For example, if your goal is to increase your Instagram followers by 15% in three months, your tactics might include hosting a giveaway, responding to every comment, and posting three times on Instagram per week. Once you know your goals, brainstorming several tactics to achieve those goals should be easy. However, while writing your tactics, you have to keep your budget in mind, which brings us to step number five. 5. Set your budget. Before you can begin implementing any of the ideas that you've come up with in the steps above, you have to know your budget. For example, your tactics might include social media advertising. However, if you don't have the budget for that, then you might not be able to achieve your goals. While you're writing out your tactics, be sure to note an estimated budget. You can include the time it'll take to complete each tactic in addition to the assets you might need to purchase, such as ad space. Now that you know how to create your marketing plan, let's dive into creating a marketing campaign outline that will help you reach the goals outlined plan. Marketing Plan Timeline Rolling out a new marketing plan is a big lift. To make sure things are running smoothly with all of your projects, you'll want to create a timeline that maps out when each project is happening. A marketing plan timeline allows your team to view all projects, campaigns, events, and other related tasks in one place — along with their deadlines. This ensures everyone on your team knows what's due, when it's due, and what's up next in the pipeline. Typically these plans cover marketing efforts for the entire year, but some companies may operate on a bi-annual or quarterly basis. Once you've completed your analysis, research, and set goals, it's time to set deadlines for your assignments. From new blog posts and content initiatives to product launches, everything will need a deadline. Take into account any holidays or events taking place over the course of the year. While setting deadlines for the entire year may seem daunting, start by estimating how long you think each task will take and set a deadline accordingly. Track the time it actually takes for you to complete similar types of projects. Once you've completed a few of them, you'll have a better idea of how long each takes and will be able to set more accurate deadlines. For each project, you'll want to build in time for: Brainstorming: This is the first phase where your idea comes to life in a project outline. Decide what you want to achieve and which stakeholders need to be involved to meet your goal. Set a due date and set up any necessary meetings. Planning: This can include determining the project's scope, figuring out how much budget will be allocated for it, finalizing deadlines and who is working on each task. Map out any campaigns needed for each project (social media, PR, sales promotions, landing pages, events, etc.). Execution: This third phase is all about your project launch. Decide on a date to launch and monitor the progress of the project. Set up a system for tracking metrics and KPIs. Analysis: In this final phase you will analyze all of your performance data to see whether or not your marketing efforts paid off. Did you meet your goals? Did you complete your projects on time and within budget? All projects and their deadlines should be in a central location where your team can access them whether that's a calendar like HubSpot's tool, shared document, or project management tool. One-Page Marketing Plan Template As demonstrated above, a marketing plan can be a long document. When you want to share information with stakeholders or simply want an overview of your plan for quick reference, having a shorter version on hand can be helpful. A one-page marketing plan can be the solution, and we'll discuss its elements below. 1. Business Summary Include your company name, list the names of individuals responsible for enacting the different stages of your plan, and a brief mission statement. Example 3. Target Market Outline your target audience(s) that your efforts will reach. You can include a brief overview of your industry and buyer personas. Example 4. Budget This is an overview of the money you'll spend to help you meet your marketing goals. Create a good estimate of how much you'll spend on each facet of your marketing program. Example 5. Marketing Channels List the channels you'll use to achieve your marketing goals. Describe why you're using each channel and what you want to accomplish so everyone is on the same page. Example Free Marketing Plan Template [Word] Now that you know what to include in your marketing plan, it's time to grab your marketing plan template and see how best to organize the six elements explained above. The following marketing plan template opens directly in Microsoft Word, so you can edit each section as you see fit: Download your marketing plan template here. Marketing Campaign Template Your marketing plan is a high-level view of the different marketing strategies you'll use to meet your business objectives. A marketing campaign template is a focused plan that will help achieve those marketing goals. A marketing campaign template should include the following key components: Goals and KPIs: Identify the end goal for each of the individual campaigns you'll run and the metrics you will use to measure the results of your campaign when it ends. For example, conversion rates, sales, sign-ups, etc. Channels: Identify the different channels you'll use to enact your marketing campaign to reach your audience. Maybe you run a social media campaign on Twitter to raise brand awareness or a direct mail campaign to notify your audience of upcoming sales. Budget: Identify the budget you'll need to run your campaign and how it will be distributed, like the amount you'll spend on creating content or ad placements in different areas. Having these numbers also helps you later on when you quantify the success of your campaign, like ROI. Content: Identify the type of content you'll create and distribute during your campaigns—for example, blog posts, video ads, email newsletters, etc. Teams and DRs: Identify the teams and people that will be part of enacting your marketing plan from start to finish, like those responsible for creating your marketing assets, budgets, or analyzing metrics once campaigns are complete. Design: Identify what your marketing campaigns will look like and how you'll use design elements to attract your audience. It's important to note that your design should directly relate to the purpose of your campaign. Digital Marketing Plan Template A digital marketing plan is similar to a marketing campaign plan, but, as the name suggests, it's tailored to the campaigns that you run online. Let's go over the key components of a digital marketing plan template to help you stay on track to meet your goals. Objectives: The goals for your digital marketing and what you're hoping to accomplish, like driving more traffic to your website. Maybe you want to drive more traffic to your website, or Budget: Identify how much it will cost to run your digital marketing campaign and how the money will be distributed. For example, ad placement on different social media sites costs money, and so does creating your assets. Target audience: Which segments of your audience are you hoping to reach with this campaign? It's essential to identify the audiences you want to reach with your digital marketing, as different channels house different audience segments. Channels: Identifies the channels that are central to your digital marketing campaign. Timeline: Explains the length of time your digital campaigns will run, from how long it should take to create your assets to the final day of the campaign. Many people use social media in their digital campaigns, and below we'll discuss some ideas you can use for inspiration. Social Media Marketing Plan Templates As marketing departments grow, so will their presence on social media. And as their social media presence grows, so will their need to measure, plan, and re-plan what types of content they want to publish across each network. If you're looking for a way to deepen your social media marketing strategy — even further than the marketing plan template above — the following collection of social media marketing plan templates is perfect for you: Download 10 social media marketing plan can be the solution, and we'll discuss its elements below. 1. Business Summary Include your company name, list the names of individuals responsible for enacting the different stages of your plan, and a brief mission statement. Example 2. Business Initiatives Include your company name, list the names of individuals responsible for enacting the different stages of your plan, but, as the name suggests, it's tailored to the campaigns that you run online. Let's go over the key components of a digital marketing plan template to help you stay on track to meet your goals. Objectives: The goals for your digital marketing and what you're hoping to accomplish, like driving more traffic to your website. Maybe you want to drive more traffic to your website, or Budget: Identify how much it will cost to run your digital marketing campaign and how the money will be distributed. For example, ad placement on different social media sites costs money, and so does creating your assets. Target audience: Which segments of your audience are you hoping to reach with this campaign? It's essential to identify the audiences you want to reach with your digital marketing, as different channels house different audience segments. 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In the above collection of marketing plan templates, you'll get to fill in the following content (and more) to suit your company: Annual social media budget tracking Weekly social media themes Required social media image dimension key Pie chart on social media traffic sorted by platform Social media post calendar and publish time Below, let's review the social media reporting templates, and what you'll find in each one. 1. Social Media Questions This template lists out questions to help you decide which social media management platform you should use. Once you know what social media tactics you're going to implement in your marketing plan, it's time to figure out what channels are right for you. This template will help you do that. 2. Facebook Live Schedule If Facebook Live is one of the marketing tactics in your plan, this template will help you design an editorial calendar. With this template, you can organize what Facebook live's you want to do and when. Once you've decided on dates, you can color code your FB calendar and coordinate with your editorial calendar so everyone can see what lives are running in relation to other campaigns. 3. Instagram Post Log Are you going to begin using Instagram regularly? Do you want to increase your following? With this template, you can organize your Instagram posts, so everyone on your team knows what posts are going live and when. Additionally, you can organize your assets and campaigns on this doc. Use this doc to collaborate with your team on messaging, landing pages linked in your bio, and campaign rollout. 4. Paid Social Media Template With this template, you can organize your annual and monthly budget for your paid social media calendar. You'll want to use this in conjunction with your marketing plan budget to make sure you are not overspending and funds are allocated appropriately. 5. Social Media Audit Conducting a social media audit? You can use this template to help you gather the right analytics. Tracking the results of your marketing efforts is key to determining ROI. Use this template to track each of your campaigns to determine what worked and what didn't. From there, you can allocate funds for the strategies that deliver the results you want. 6. Social Media Editorial Calendar With this template, you can organize your social media editorial calendar. For example, you can include social media posts for each platform, so your team knows what's going live on any given day. 7. Social Media Image Sizes With this template, your team can have the latest social media image sizes handy. This template includes image sizes for all major social media platforms, including Facebook, Instagram, and Twitter. Having a resource like this readily available for your team ensures that everyone is on the same page regarding image sizes and prevents delays. 8. Social Media Marketing Proposal With this template, you can create an entire social media marketing proposal. This will outline the social media goals, the scope of the work, and the tactics that you plan to implement. Think of this proposal as more of a deep dive into the marketing channel section of your marketing plan. 9. Social Media Reporting Template With this template, you'll gain access to a slide deck that includes templates for social media reporting. If you plan to implement social media in your marketing plan, these reporting templates can help you track your progress. If using the social media audit above, you can add all of your data there once it's been collected. 10. Hashtag Holidays If you're going to lean into social media in your marketing plan, you can use hashtag holidays to generate ideas. These holidays are a great way to fill out your social media publishing schedule. With this template, you'll get a list of all the hashtag holidays for the year. Once you've come up with content ideas, you can add them to your social media calendar. Simple Marketing Plan Template Of course, this type of planning takes a lot of time and effort. So if you're strapped for time before the holidays, give our new Marketing Plan Generator a try. This tool simplifies yearly planning by asking prompted questions to help guide your process. You'll be asked to input information about: Try our free Marketing Plan Generator here. Your annual marketing mission statement, which is what your marketing is focused on for the year. The strategy that you'll take with your marketing throughout the year to accomplish your marketing goals. Three main marketing initiatives that you'll focus on during the year (i.e., brand awareness or building a high-quality pipeline) metrics you'll use to measure your success. Your target goals for those marketing initiatives like generating 100 leads per week. Marketing initiatives that are not aligned with your current strategy to stay focused on your goals and activities that will help you be successful. Once you input all information, the tool will spit out a table (as shown in the image below) that you can use to guide your processes. Pro Tip: If the tool doesn't work, clear your browser's cache or access it in incognito mode. Start the Marketing Planning Process Today The best way to set up your marketing plan for the year is to start with quick wins first, that way you can ramp up fast and set yourself (and your team) up to hit more challenging goals and take on more sophisticated projects by Q4. So, what do you say? Are you ready to give it a spin? Editor's note: This post was originally published in December 2016 and has been updated for comprehensiveness. Originally published Apr 7, 2022 7:00:00 AM, updated April 07 2022

Even if you don't have a fully-fledged digital marketing strategy in place, it's likely that you already have some of the digital marketing channels & assets you need to get started. It's helpful to break these down using the owned, earned and paid framework to avoid becoming overwhelmed by all the tools you have at your disposal. 30/08/2012 · What you often find when dealing with companies, both large and small, is that do not actually have a written plan that they can put their hand to and say "this is our digital marketing plan". The purpose of a digital marketing plan for any organisation is to force you through the process of researching and clearly articulating the aims and ... Digital marketing is a business strategy that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms became ... Integrated Digital Marketing Strategy [2 Modules] Build an Integrated Digital Marketing Plan by understanding how to work on the concepts of conversions, define objectives, measure, evaluate and tweak your plan. You will also learn how to execute the strategy, what is the skill set required, how you can outsource your marketing activities. 1. 19/11/2018 · The campaign brief could cover a plan to publish blogs and other content formats, create digital advertising assets, produce video content, plan social media campaigns, or even create traditional offline campaign assets, or any combination of these. The template sets out the following campaign criteria: Background; The business challenge If you're a digital marketing agency, freelancer, or digital marketing consultancy, our digital marketing proposal example will provide a comprehensive guide for pitching your services. Showcase examples of your work and your process with case studies, scope of services, optimization versioning, and reporting. Hiring a digital marketing manager? Sign up for Workable's 15-day free trial to post this job and hire better, faster. Job brief. If you live and breathe digital marketing, we want to talk to you. We are looking for a Digital Marketing Manager to develop, implement, track and optimize our digital marketing campaigns across all digital channels. In writing your business plan, you need to be accurate and thorough with every data that you put in.The scope of your marketing plan will usually depend on your purpose and the type of business you are planning for. If you are planning to create a marketing plan for your desired business, we provide you here the steps on how to achieve it. How to Use This Marketing Plan Example. Here's how to use this sample marketing plan template to generate leads and sales: Download this Marketing Plan Example free for easy editing in Microsoft Word, Google Docs or Apple Pages to edit it and create your own marketing plan; Use a spreadsheet to create financial and sales charts to embed in this marketing plan ...

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