Interreg Co-funded by the European Union
Central Baltic Programme
Silver Entrepreneurs

Marketing plan

Name, Surname:
Project Name:
Date Created:

Before (Engaging prospects)

1. Defining my target market	2. My message for the target audience	3. Media to reach my target market

During (Nurturing leads)

4. My lead capture system	5. My lead nurturing system	6. My sales conversion strategy

After (Retaining and growing customers)

7. Delivering a world class experience	8. Increasing customer lifetime value	9. Coordinating and promoting referrals