15 Minute Marketing Campaign Worksheet

SEED:		GOAL:		
Symptoms (Situation)	Solution (Needs/ End Result)	Avatar (Demographics)	Benefits (Desired Outcome)	Problems (Implication)
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Media Pieces Channels		nannels A	Roles/Resp	oonsibility
	 -	Graphic		
		Video		
		CRM		
		Mailings		
		Social Media	a	
		Enrollment (Calls	
		Partners/Pho	one/Email	