

## MARKETING PLAN (2016-17)

### OVERALL OBJECTIVES:

### SPECIFIC GOALS: 2016

AREA/OBJECTIVE	ACTION	RESPONSIBILITY	TIMELINE/ FREQUENCY	COST	TARGET & MEASUREMENT
<b>ONLINE</b>					
E-mail data acquisition					
Email Newsletter					
E-mail marketing					
Press Releases					

Facebook – NA for B2B					
Twitter					
Youtube					
LinkedIn					
Blogs					
Advertising					
Advertising					
Database					
Website					
Search Engine Optimisation					

Forums					
<b>OFFLINE</b>					
Word of Mouth - BNI					
Public relations/Media coverage					•
Collateral					
Fairs & Events					
Partnerships					