

MARKETING STRATEGY WORKFLOW

01. DISCOVERY

Market Research
Audience Personas
Competitor Analysis

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02. PLANNING

KPI Definition
Budget Allocation
Channel Selection

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03. EXECUTION

Content Creation
Ad Campaign Launch
Email Automation

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04. OPTIMIZATION

Data Tracking
A/B Testing
ROI Reporting

Project: _____ Date: _____ Ref: MKT-FLOW-2024