

MARKETING PLAN

ACTIVITY PLAN AND BUDGET

MARKETING PLAN

RESULTS TRACKER

<u>Source</u>	<i>Overall cost</i>	<i>New clients</i>	<i>Cost per client</i>	<i>Lifetime client value</i>
Website				
blogging				
video				
networking				
social media				
paid adverts				

Remember your time is a cost - estimate hours spent at fixed rate