

12.2 Marketing Plan

Directions: Outline a marketing plan and assign tasks.

Task	Lead	Notes	Estimate (\$)
<i>Create Marketing poster</i> <input type="checkbox"/> logo <input type="checkbox"/> slogan <input type="checkbox"/> company info			
<i>Commercial</i> <input type="checkbox"/> script <input type="checkbox"/> rehearse <input type="checkbox"/> filming <input type="checkbox"/> editing			
<i>Website</i> <input type="checkbox"/> key features <input type="checkbox"/> compiling <input type="checkbox"/> upload product photos <input type="checkbox"/> editing <input type="checkbox"/> launch			
<i>Fliers</i> <input type="checkbox"/> company info <input type="checkbox"/> sales bazaar info <input type="checkbox"/> copies of final			
<i>Social Media</i> <input type="checkbox"/> adult approval <input type="checkbox"/> platform: _____ <input type="checkbox"/> create content			
<i>Other</i> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
Total Estimated Cost			

REMEMBER: In order to have a profitable business, you must keep your **TOTAL ESTIMATED COST LOW!**