



# 2021 Marketing Plan

January 2021

Our vision

Your inspiring vision goes here





Discover → Purchase → Delight

# Discover

One-line summary of your strategy pillar goes here.

★ = \_\_\_ [north star metric]

# Discover initiatives

	Initiatives	Key results
	Initiative #1	KR
	Initiative #2	KR
	Initiative #3	KR
	Notably not	





Discover → Purchase → Delight

# Purchase

One-line summary of your strategy pillar goes here.

★ = \_\_\_ [north star metric]

# Purchase initiatives

	Initiatives	Key results
	Initiative #1	KR
	Initiative #2	KR
	Initiative #3	KR
	Notably not	





Discover → Purchase → Delight

# Delight

One-line summary of your strategy pillar goes here.

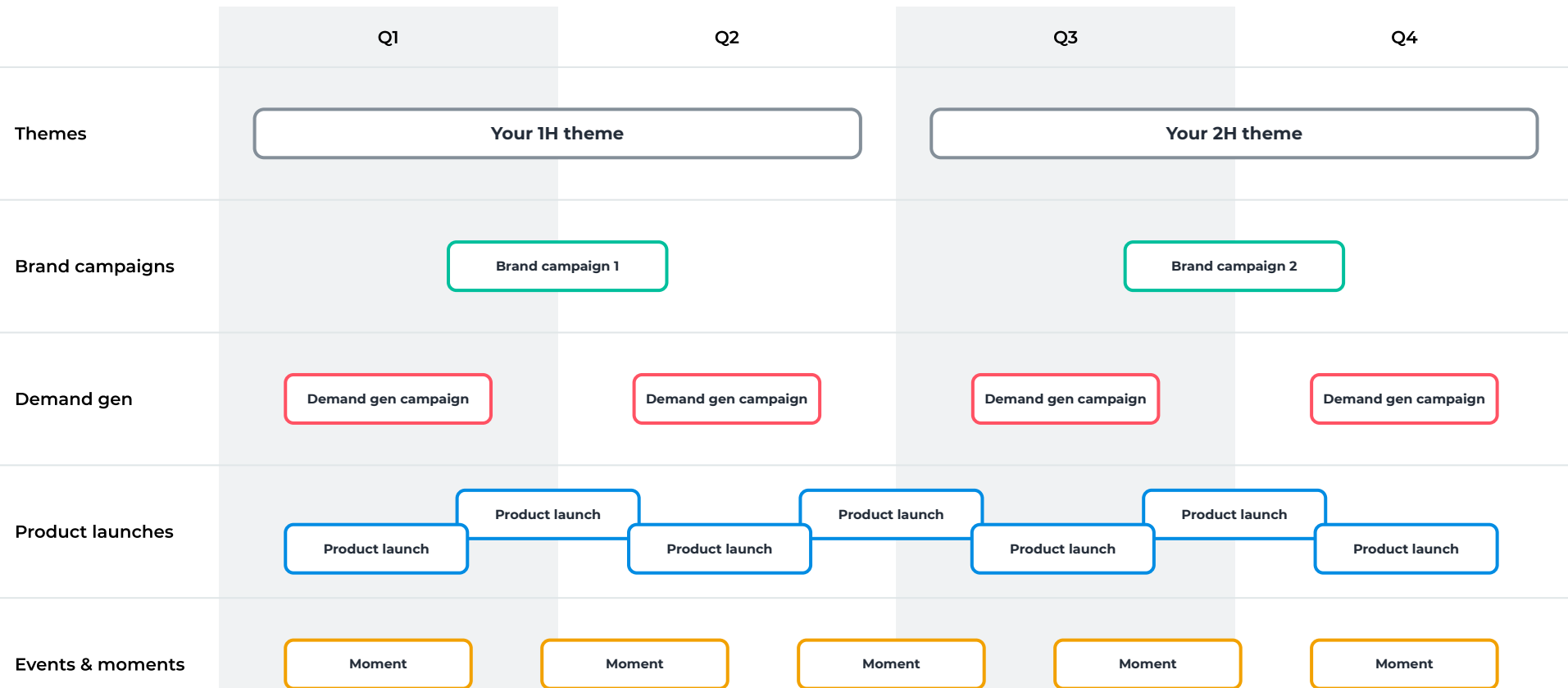
★ = \_\_\_ [north star metric]

# Delight initiatives

	Initiatives	Key results
	Initiative #1	KR
	Initiative #2	KR
	Initiative #3	KR
	Notably not	



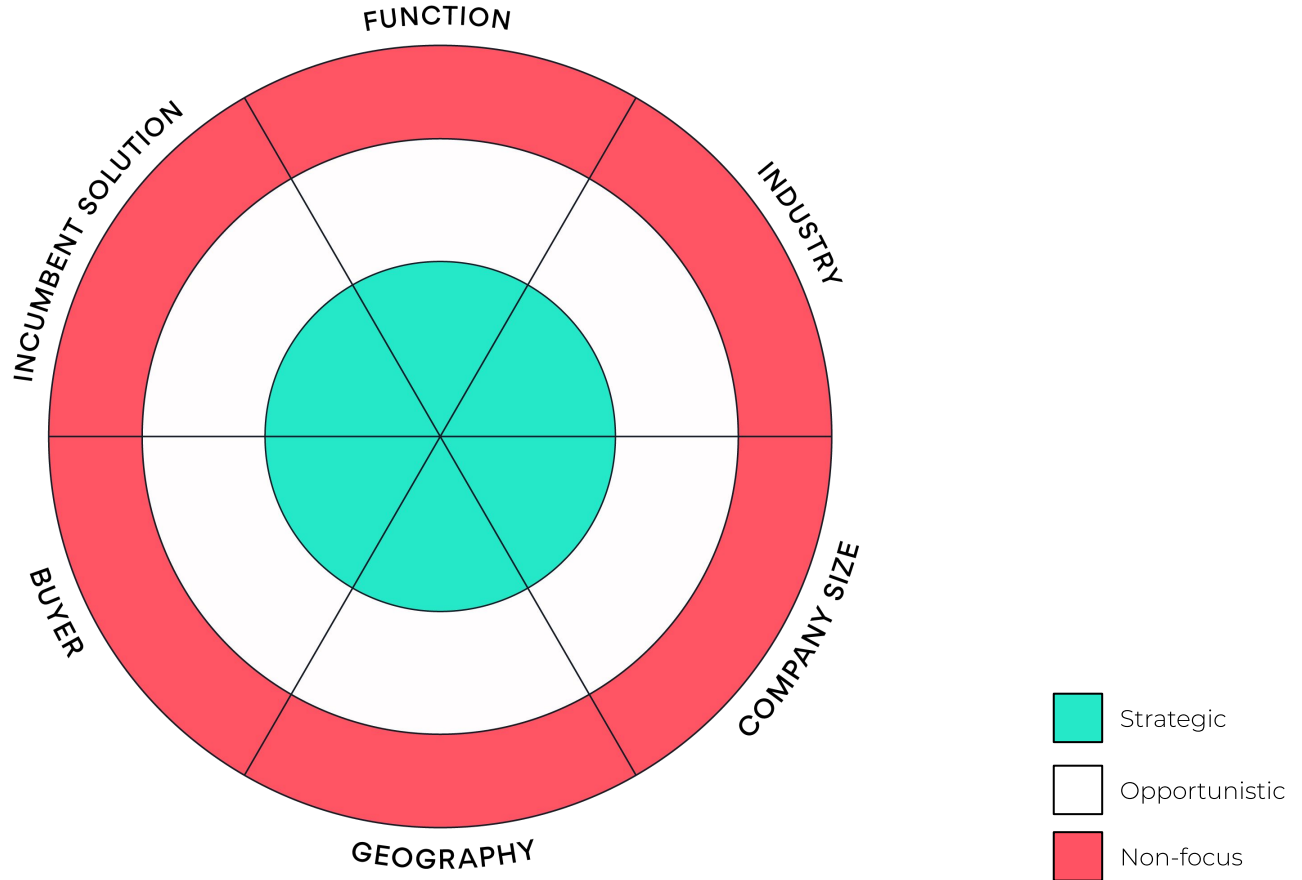
# Marketing calendar



# Four Quarter Story Arc

	Q1	Q2	Q3	Q4
	Your Q1 theme	Your Q2 theme	Your Q3 theme	Your Q4 theme
<b>Milestones</b>				
<b>News beats</b>				
<b>Brand &amp; social beats</b>				
<b>Editorial &amp; customer beats</b>				
<b>Internal beats</b>				

# Segmentation bullseye



# Positioning platform

<b>Mission</b>	To help humanity thrive by enabling the world's teams to work together effortlessly.		
<b>Brand promise</b>			
<b>What is xyz?</b>			
<b>Target audience</b>	<b>Audience #1</b>	<b>Audience #2</b>	<b>Audience #3</b>
<b>Pain</b>			
<b>Benefit</b>			
<b>Reasons to believe</b>			
<b>Differentiators</b>			

# Targets

	Q1	Q2	Q3	Q4	2021
Web visitors					
Signups					
Pipeline					
# accounts					
Revenue					

# Budget and hiring plan

	Q1	Q2	Q3	Q4	2021
Corporate					
Performance					
Product					
Brand					
Total budget					
Headcount					



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