

PURPOSE

Why does your organization exist?

OFFERINGS

How does your online marketing support this purpose?

OFFERINGS

List one of your offerings from page 1.

INPUTS

AWARENESS

How will we let people know about this offering?

ENGAGEMENT

What will they do next to learn more?

CONVERSION

How do they say “yes” to this offering?

OUTPUTS

AWARENESS

How will we know people are hearing about this offering?

ENGAGEMENT

How will we know they are interested in this offering?

CONVERSION

How will we know they said “yes” to this offering?

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