Marketing plan

ARTEM — Marketing Organization Consultancy

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2024 marketing plan

Intended audiences

Government and semi-government bodies, cafés and restaurants, fashion and apparel, health and beauty, and education and training.

Channels in the plan’s priority order

Website, LinkedIn, X, Instagram, TikTok and Snapchat.

Proposed customer journey

Awareness. A prospect discovers Artem through social media, public relations, search or a personal recommendation.

Interest. The prospect visits the website or follows a social account.

Intent. The prospect submits a website enquiry, sends a direct message, calls or contacts the team through public relations.

Negotiation. An introductory session leads to a service proposal and a quote.

Conversion. The plan describes this as signing a service or partnership agreement.