

MARKETING TACTICAL PLAN TO ATTRACT INVESTORS

	MONTH	MONTH	MONTH	MONTH
OBJECTIVE	Client Nurture	Brand Awareness - Chemicals Industry	Lead Generation #1	Lead Generation #2
AUDIENCE	Target	Target	Target	Target
CAMPAIGN	Theme	Theme	Theme	Theme
TACTICS	Webinar Campaign - Live + On Demand	TOFU Content: eGuide	Webinar Campaign - Live + On Demand	LinkedIn Ads
	Organic Social	Content Development: Blog #1	LinkedIn Ads	Organic Social
	Email Blast to Sales & Marketing Contacts	Organic Social	Organic Social	Content Development
	Content Development: Case Study	Email Blast to Marketing Contacts + Purchased List	Email Blast to Marketing Contacts + Purchased List	Design eBook
	Design eBook	LinkedIn Ads	Content Development: Case Study	Content Development: Design Infographic
		Graphic Design	Content Development + Design eBook	

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NURTURE SEQUENCE

MONTH	MONTH	MONTH	MONTH
Webinar 1	TOFU	Webinar 1	TOFU
Kickback 1: Article + Link to on demand webinar	MOFU	MOFU: Article + Link to on demand webinar	TOFU: Blog (Convert blog to infographic)
Webinar 2	BOFU: Case Study	Webinar 2	MOFU: (Convert blog to eBook)
Kickback 2: Article + Link to on demand webinar		MOFU: Article + Link to on demand webinar	
Webinar 3		Webinar 3	BOFU: Case Study
Kickback 3: Article + Link to on demand webinar		BOFU: Case Study + Link to on demand webinar	BOFU: Case Study
Drip 4: Link to on demand webinar series + Link to article	BOFU: Product Demo	Drip 4: Link to on demand webinar series + Link to article	