#### **BUSINESS KPIs**

- Sales
- New customers
- CLV

#### **MARKETING KPIs**

- Traffic
- Leads conversion rate
- Leads
- CAC
- Marketing Spend (5 15% of revenue goal)
- MROI

## **Business Vision / Mission**

### **Business Goals**

### **Sales Goals**

Marketing Goals (what you want)

## Marketing Objectives (more specific)

# **Marketing Strategy**

(path to success)

Marketing Tactics (tangible tasks)





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