



# Dude, What's Your Plan?

First Quarter Marketing Plan, 2017



## Words of Wisdom From NCN...

Acquisition marketing is something that should be included every month; constantly try to gain more **NEW** customers! As long as you hit the other three elements once per quarter, you'll achieve FULL CIRCLE!

### January 2017

**Pressures / Problems / Challenges**  
(What keeps you up at night?)

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**Promotion/Product/Service Focus**  
(What should we be hitting hard?)

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**The Plan**  
(Whatawe Doin'?)

**The Budget**

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Acquisition : \_\_\_\_\_

Retention: \_\_\_\_\_

Referrals: \_\_\_\_\_

Reactivation: \_\_\_\_\_

### February 2017

**Pressures / Problems / Challenges**  
(What keeps you up at night?)

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**Promotion/Product/Service Focus**  
(What should we be hitting hard?)

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**The Plan**  
(Whatawe Doin'?)

**The Budget**

\$ \_\_\_\_\_

Acquisition : \_\_\_\_\_

Retention: \_\_\_\_\_

Referrals: \_\_\_\_\_

Reactivation: \_\_\_\_\_

### March 2017

**Pressures / Problems / Challenges**  
(What keeps you up at night?)

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**Promotion/Product/Service Focus**  
(What should we be hitting hard?)

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**The Plan**  
(Whatawe Doin'?)

**The Budget**

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Acquisition : \_\_\_\_\_

Retention: \_\_\_\_\_

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Reactivation: \_\_\_\_\_



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We have loads of ideas and will help you fill it out!

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