RELATIONSHIP MARKETING MAP

What is this dream that you have?

1 What is your opportunity?

2 Who are you trying to reach?

3 What are you going to offer them?

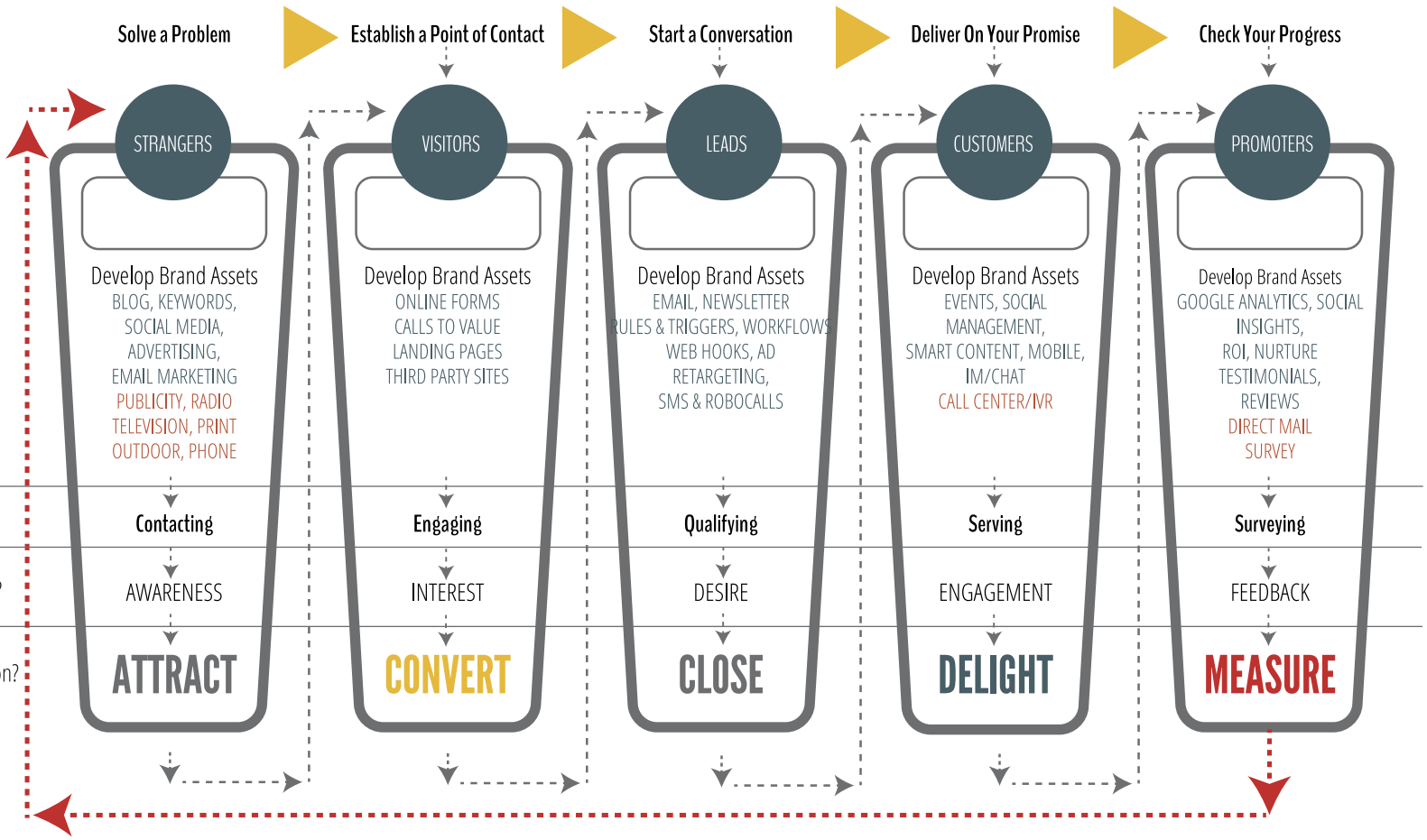
4 How will you present it to them?

5 What do you have to do to reach them?

6 What is the objective of your connection?

7 How are you going to make an impression?

8 How will you deliver the solution?



PROBLEMS	☐ PHYSICAL NEEDS	☐ SAFETY & SECURITY	☐ LOVE & BELONGING	☐ SELF ESTEEM	☐ FULFILLMENT
DEVELOPMENT	☐ Project Management	☐ Strategic Planning	☐ Organizational Development	☐ Mission, Vision, Values	☐ Talent Management
BRANDING	☐ Brand Audit	☐ Brand Strategy	☐ Naming & Slogan	☐ Visual Identity	☐ Product Development
DIGITAL	☐ Website Development	☐ Search Engine Optimization	☐ Social Media Marketing	☐ Audience Retargeting	☐ Email Automation
CONTENT	☐ Blogging	☐ Podcasting	☐ Custom & Branded Publishing	☐ Book Publishing	☐ Video Production
EXPERIENCES	☐ Branded Events	☐ Contests	☐ Gamification	☐ Popup Shops	☐ Art Installations

© 2018 AdamRed All rights reserved. Unauthorized duplication is strictly prohibited.