

Email Planner	Product / Service Promoted	List segments targeted	What is your offer?	Size of current list in those segments	What action do you want them to take?	Notes
Marketing Objective 1						
Marketing Objective 2						
Marketing Objective 3						

Do you have an after sales process for each stage?	
Marketing Objective 1	
Marketing Objective 2	
Marketing Objective 3	
Marketing Objective 4	

Predicted outcome / Targeted Outcome	
Marketing Objective 1	
Marketing Objective 2	
Marketing Objective 3	
Marketing Objective 4	

Actual Outcome / End date set	
Marketing Objective 1	
Marketing Objective 2	
Marketing Objective 3	
Marketing Objective 4	