
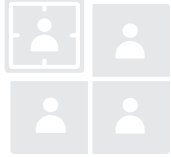


RELATIONSHIP MARKETING PLAN

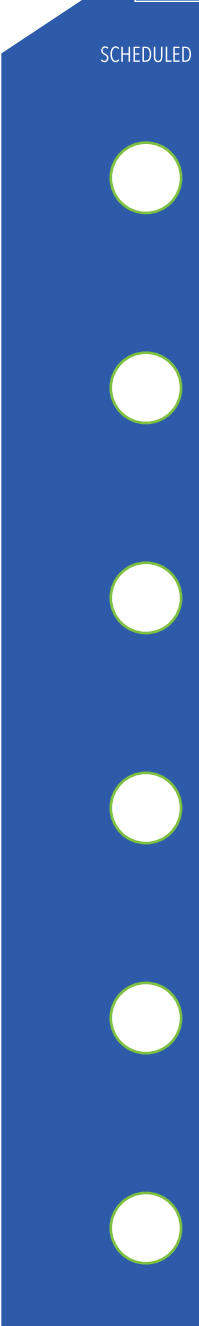
RELATIONSHIP CHANNELS: *In what ways can or do you connect with your clients? (e.g. newsletters, strategic emails, holiday gifting, attending events, etc.)*



CLIENT SEGMENTS: *List the types of clients you have or want to have. (A+, A, B, C, etc.)*



SCHEDULED



INITIATIVE _____

SEGMENT _____

PRIORITY

- LOW
- MEDIUM
- HIGH
- URGENT

WHEN

- DAILY
- WEEKLY
- MONTHLY
- QUARTERLY
- ANNUALLY

TIME NEEDED _____

RESPONSIBLE _____

INITIATIVE _____

SEGMENT _____

PRIORITY

- LOW
- MEDIUM
- HIGH
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