

# LMS

## MARKETING STRATEGY

### CHECKLIST



WHO IS YOUR TARGET AUDIENCE?

Blank area for notes related to the target audience question.



WHAT IS YOUR BRAND'S VOICE?

Blank area for notes related to the brand's voice question.



BRANDING AND PACKAGING

Blank area for notes related to branding and packaging.



WHAT IS YOUR BRAND'S MISSION?

Blank area for notes related to the brand's mission.

OTHER



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