MARKETING PLAN
A Hotel Marketing Plan Template From Otium Boutique

Goals
The SMART goals identified in our marketing strategy, that will be achieved through this plan include:

1. 
2. 
3. 

Tactics and Tools
The specific marketing tactics to be implemented within this plan are:

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Budget
Total marketing budget available:

Estimated spend on each marketing tactic:

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Metrics

The success of the campaign will be monitored using the following metrics:

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Schedule