

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:

-
-
-
-

Budget

Total marketing budget available:

Estimated spend on each marketing tactic:

-
-
-
-



For a fully customizable version of this marketing plan, or help in creating and implementing a marketing plan for your boutique hotel, contact us today.
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Metrics

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

-
-
-
-

| Schedule | | | | | | | | |
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