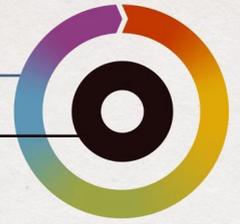


MULTICHANNEL MARKETING GROWTH WHEEL

STRATEGY PROCESS
GOALS AND KPIs



There's no magic bullet for guaranteed commercial or marketing results, this infographic is designed to help you consider your own process for successful marketing. Combining PR Smith's SOSTAC® Planning System and Smart Insights RACE planning will give you a structured approach to help plan, manage and optimize your multichannel marketing.

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