

# Understanding Marketing Hub

**\*\*Please save this worksheet to the desktop on your computer.  
This way your progress will be saved correctly as you complete each section.\*\***

Use this worksheet to create an example project plan that can be used as a guideline for your business.

## **Determine your project ideas:**

Write down three project ideas for how you intend to use Marketing Hub during the next two to three months, including the KPIs (Key Performance Indicators) you'll track to determine the success of those projects.

The more specific you can be in listing out the build and timeline for your projects, the more likely you'll be to turn your plans into reality.

## **Here's an example project plan outline for you to fill in with your three ideas:**

What business goal does this project address?

What is your intended audience?



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What value are you offering your audience?

In what format is your value delivered (pdf download, webinar, discount, etc.)?

What assets do you expect to build for this project?

How much time do you expect your build to take?

What are your KPIs to determine the success of this project?

