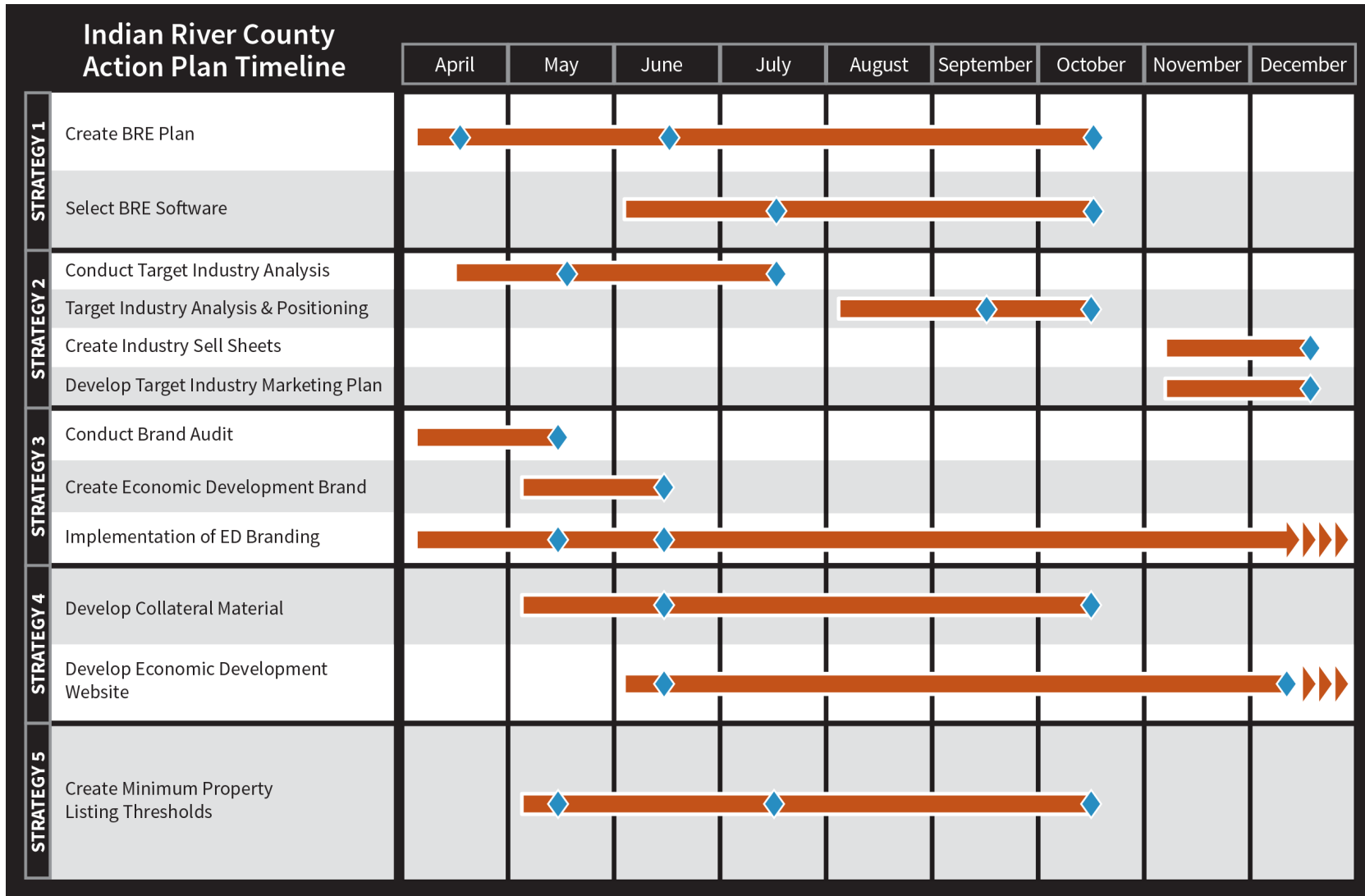




Section 7.5: Action Plan: Marketing Strategies, Tactics, and Timeline (continued)

The timeline below highlights the major tasks listed in the action plan on the previous pages. The flow chart style helps identify when certain tasks take place across the six different strategies. Ongoing and quarterly tasks are not listed on the timeline below; however, these tasks should continue to happen throughout the timeline.



▶▶▶ Ongoing Activity ◆ Project Milestone