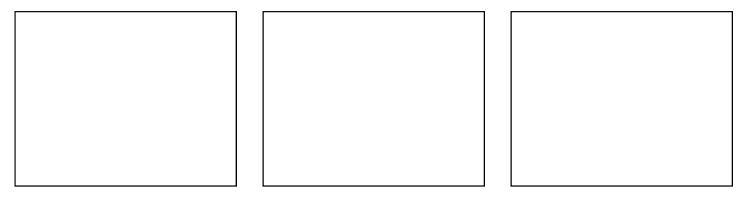


2023 Marketing Goals

3 Goal Outputs:

(Ex. Sell 5 River cruises)



Target Audience:

Channels & Action

(Ex. Channel: Facebook, Action: Spotlight river cruise a month & host Facebook live event)

Ideas & Action Items	Channels

Marketing Calendar 2-3 things you are going to do each month to achieve your goal



