Marketing Plan for Academy: Month:

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| --- | --- | --- | --- | --- |
| Description | Date (to Prospects) | Cost | Leads (Prospects) | Basic/New (L2s) |
| Last Year Same Month |  |  |  |  |
| Targets (total of all efforts) |  |  |  |  |
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Turned into Operations 3 Months Prior (use multiple pages if necessary)