

FREELANCER MARKETING STRATEGY

KEY PROJECT PORTFOLIO

No. PORTFOLIO PROJECT

1.

2.

3.

PORTFOLIO ELEMENTS

+ FIELD OF EXPERTISE

+ VALUE PROPOSITION

CUSTOMER RESPONSE PLAN

How will you gather customer feedback and measure the success of your service?

No. RESPONSE PLAN STEP

1.

2.

3.

+ PLANNED MARKETING STRATEGIES

BUDGET ALLOCATION

No. Budget Category Budget estimate Allocation Justification

1.

2.

3.

4.