**MẪU SƠ ĐỒ GANTT LẬP KẾ HOẠCH MARKETING**

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| **HOẠT ĐỘNG** | **TRẠNG THÁI** | **NGƯỜI THỰC HIỆN** | **NGÀY BẮT ĐẦU** | **NGÀY KẾT THÚC** |
| PHASE 1: **Lên kế hoạch** |  |  |  |  |
| Thiết lập mục tiêu |   |   |   |   |
| Xác định đối tượng mục tiêu |   |   |   |   |
| Ý tưởng phát triển |   |   |   |   |
| Xác định Kênh tiếp thị |   |   |   |   |
| Xây dựng Ngân sách |   |   |   |   |
| Thiết lập timeline cho chiến dịch |   |   |   |   |
| Xây dựng kế hoạch thử nghiệm |   |   |   |   |
| Ý tưởng sáng tạo |   |   |   |   |
| PHASE 2: **CREATIVE DEVELOPMENT** |  |  |  |  |
| Message Planning |   |   |   |   |
| Create Marketing Assets |   |   |   |   |
| Gather Customer Testimonials |   |   |   |   |
| Other |   |   |   |   |
| PHASE 3: **PROMOTION PLAN** |  |  |  |  |
| Email Campaign |   |   |   |   |
| Social Media |   |   |   |   |
| Sales Outreach |   |   |   |   |
| Other |   |   |   |   |

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| **ACTIVITY** | **STATUS** | **ASSIGNED TO** | **START DATE** | **END DATE** |
| PHASE 4: **TESTING** |  |  |  |  |
| Split Testing |   |   |   |   |
| Results Analysis |   |   |   |   |
| Plan Refinement |   |   |  |   |
| Other |   |   |   |   |
| PHASE 5: **LAUNCH** |  |  |  |  |
| Channel A |   |   |   |   |
| Channel B |   |   |   |   |
| Channel C |   |   |   |   |
| Channel D |   |   |   |   |
| PHASE 6: **MEASUREMENT** |  |  |  |  |
| Key Metrics Channel A |   |   |   |   |
| Key Metrics Channel B |   |   |   |   |
| Performance Evaluation |   |   |   |   |
| Plan Refinement |   |   |   |   |

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