

# Marketing Plan-Option 3 - Accelerated & Optimized for Start-up -Minimized Risk Factors

## Marketing Plan Roles (Best Practice)

01-Copy Writer	26-Procurement Specialist
02-Desktop Publisher	27-Technical Writer (Procedures)
03-Project Manager	28-Contract Management Specialist
04-Graphics Designer	29-Speaker
05-Marketing Director	30-IT Specialist
06-Public Relations Manager	31-Product Pricing Specialist
07-Prgram Manager	32-Legal Specialist
08-MarCom Manager	33-Vendor Management Specialist
09-Database Manager	34-RFP writer
10-Product Designer	35-Taxonomy Designer
11-Product Manager	36-Information Design Specialist
12-White Paper Writer	37-Quality Specialist
13-Researcher	38-Editor
14-Business Analyst	39-Proof Reader
15-Brand Developer	40-CMO
16-Brand Manager	41-Administration Specialist
17-Sales Person	42-Customer Support Manager
18-Training Specialist	43-Customer Support Specialist
19-Relationship Manager	44-Product A SME
20-Event Coordinator	45-Product X SME
21-Positioning Specialist	46-Product Y SME
22-Segment Specialist	47-Product Z SME
23-Product Concept Developer	48-Sales Manager
24-Product Developer	49-Controller
25-Instructional Design Specialist	50-Executive Review Team
	51-Director of Product Development

