

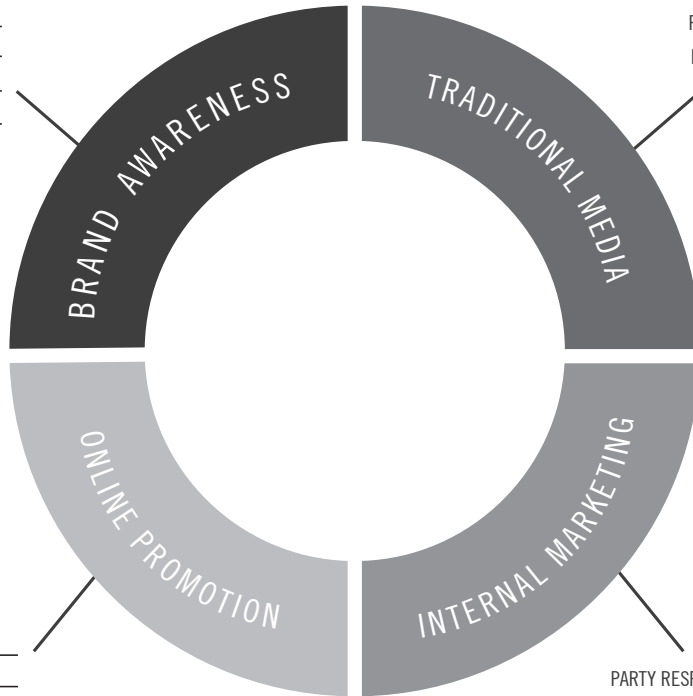
EXERCISE 2

YOUR BALANCED MARKETING FORMULA

Use this exercise to formulate your Balanced Marketing Formula.

AVAILABLE MARKETING BUDGET: _____
AVERAGE NEW RESIDENT VALUE: _____
TOTAL EXPECTED ROI: _____
TOTAL ACTUAL ROI: _____

TACTIC: _____
PARTY RESPONSIBLE: _____
MARKETING BUDGET: _____
EXPECTED ROI: _____
ACTUAL ROI: _____



TACTIC: _____
PARTY RESPONSIBLE: _____
MARKETING BUDGET: _____
EXPECTED ROI: _____
ACTUAL ROI: _____

TACTIC: _____
PARTY RESPONSIBLE: _____
MARKETING BUDGET: _____
EXPECTED ROI: _____
ACTUAL ROI: _____

TACTIC: _____
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MARKETING BUDGET: _____
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ACTUAL ROI: _____