## MARCHITECT.

## MILLION DOLLAR MARKETING PLAN



COMPANY NAME			B2B B2C B2C	
VISION				
TARGET REVENUE		SALES PER MONTH _		
MONTHLY REVENUE		ARPC	ARPC	
SQL: What is the problem you s	solve?			
MQL What's the path from conv	version event?			
LEAD What qualifies as a lead?				
Lead	MQL	SQL	Sale	