



<b>R - Responsible</b>	Completes the deliverable or task.
<b>A - Accountable</b>	Makes final decisions and signs off on task completion. Only 1 per task.
<b>C - Consulted</b>	An advisor, stakeholder, or subject matter expert who offers guidance before an action is taken.
<b>I - Informed</b>	Kept up to date on decisions made.

<i>Plant Pals Marketing &amp; Sales Strategy</i>	Director of Product	Marketing Manager	Marketing Coordinator	Copywriter	Head of Sales	Sales Manager
<b>PHASE 1</b>						
<b>Task/Deliverable</b>						
1. Create a marketing plan for the new service	C	A	R	C	C	I
2. Write promotional copy	I	A	C	R	I	I
3. Design marketing assets	I	A	R	C	I	I
4. Create a customer outreach and onboarding plan	C	C	I	I	A	R
	*Note: The Director of Product should be kept informed about the promotional copy and the marketing assets. Other informed individuals may vary.					