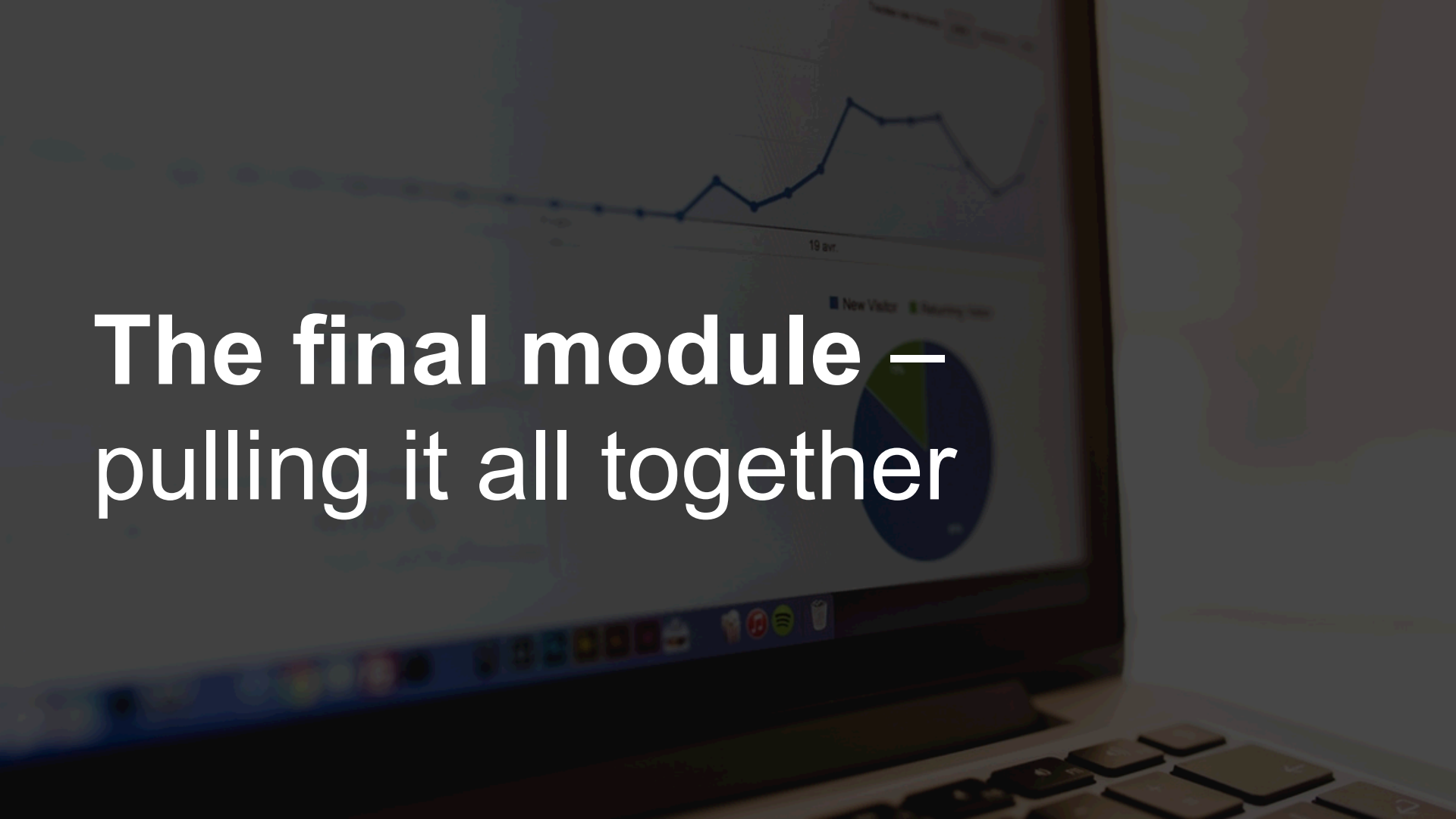


Pulling it all together

Creating a marketing plan and making it work going forward

A laptop screen is shown, displaying a data dashboard. The dashboard features a line chart at the top with a blue line and a green line, and a pie chart below it. The pie chart is divided into two segments, one blue and one green. The text "The final module – pulling it all together" is overlaid on the screen in a large, white, sans-serif font. The laptop's keyboard is visible at the bottom of the frame.

**The final module –
pulling it all together**

This is all about putting things into practice

- **The steps for creating a digital marketing plan (or marketing strategy doc)**
- **How to keep on top of your marketing plan going forward**
- **Recap on the content planning stuff we talked about in the content marketing section**

An aerial view of the New York City skyline at dusk. The sky is a mix of dark blue and orange, with scattered clouds. The city is densely packed with skyscrapers, many of which are illuminated with lights. The Empire State Building is prominent in the center, with its distinctive spire. Other notable buildings include the Chrysler Building and the United Nations Secretariat Building. The Hudson River is visible in the background, with the New York State Thruway Bridge spanning across it.

Up next: What
should be in a
marketing plan?