



R - Responsible	Completes the deliverable or task.					
A - Accountable	Makes final decisions and signs off on task completion. Only 1 per task.					
C - Consulted	An advisor, stakeholder, or subject matter expert who offers guidance before an action is taken.					
I - Informed	Kept up to date on decisions made.					
Plant Pals Marketing & Sales Strategy	Director of Project	Marketing Manager	Marketing coordinator	Copywriter	Head of Sales	Sales Manager
PHASE 1						
Task/Deliverable						
Create a marketing plan for the new service	C	A	R	C	C	I
Write promotional copy	I	A	R	R	I	I
Design marketing assets (e.g., flyers, brochures, and online advertisements)	I	A	R	C	I	I
Create a customer outreach and onboarding plan	C	C	I	I	A	R