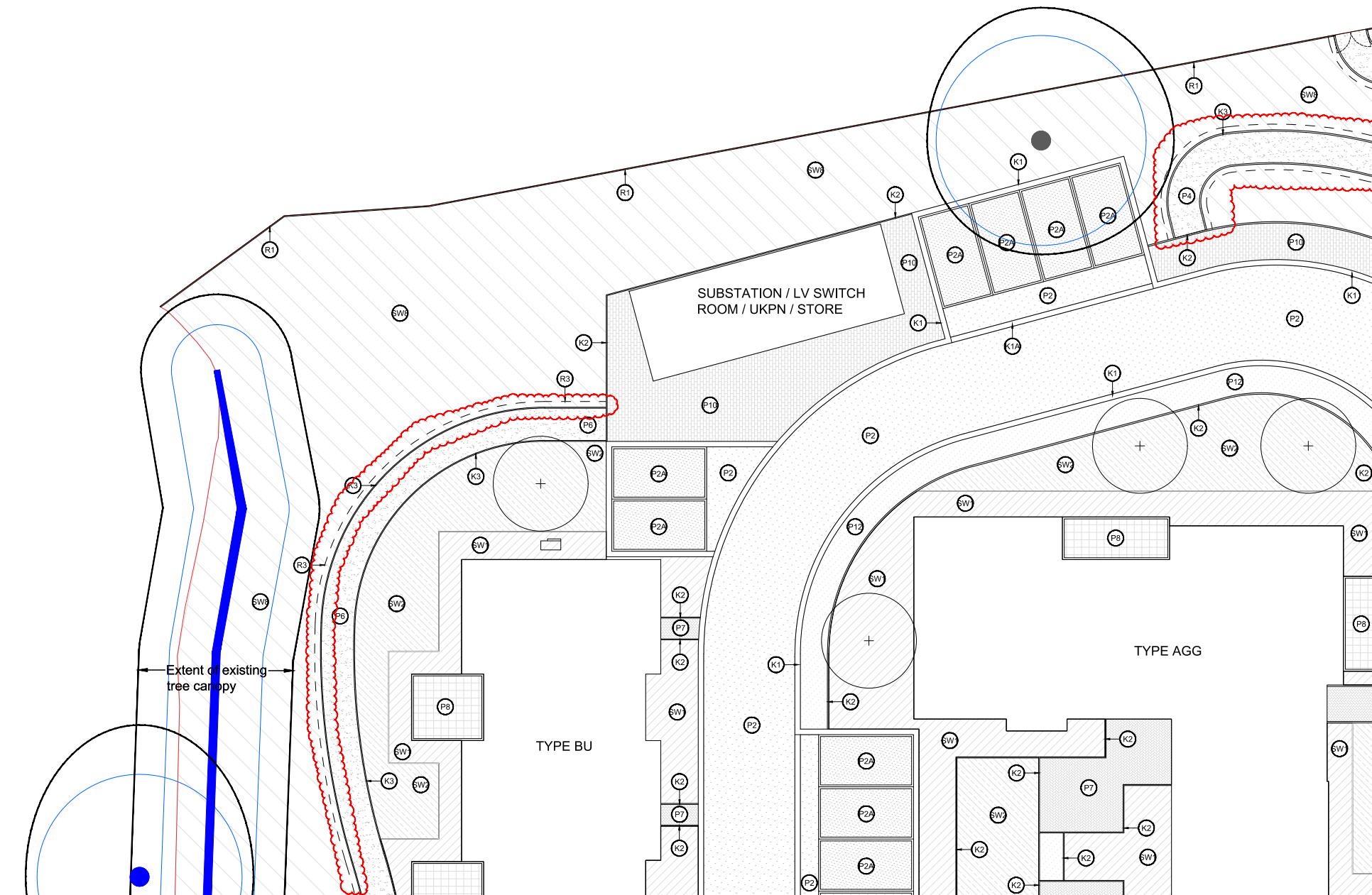


Landscape GA: ALB-PRP-XX-XX-D-L-50001

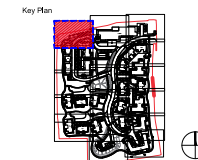
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Rev	Date	Description
P01	18/12/25	First Issue for Tender
P02	26/01/26	Amendments as per Client's comments
P03	03/02/26	Amendments following Client's comments

Dwn	Ckd	Drawn	SM
SM	AGF	Checked	AGF
SM	AGF		
SM	AGF	Date	18.12.25
		Scale @ A1	1:100

ALBOURNE / WELLCROFT GREEN
Landscape GA - Sheet 1

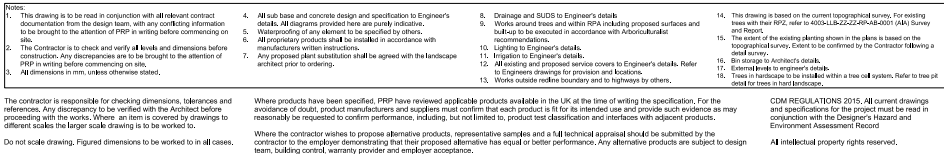
Project Origin Zone Level Type Role Number
ALB - PRP - XX - XX - D - L - 50001
Revision
P03
Status
S0 - Preliminary / Tender



KEY	THE DISCOVERY
	IDENTIFY YOUR TARGET AUDIENCE Who are you trying to reach? Who is most likely to be interested in your product or service? Define your target audience based on demographics, interests, and needs.
	CONDUCT MARKET RESEARCH Gather information about your target audience and the market landscape. Use surveys, interviews, and online research to understand their preferences and pain points.
	ANALYZE YOUR COMPETITORS Identify your main competitors and analyze their strengths and weaknesses. Understand their marketing strategies and how they position themselves in the market.
	DEVELOP YOUR MARKETING STRATEGY Create a comprehensive plan for reaching your target audience. Determine the channels you will use (e.g., social media, email, content marketing) and the types of content you will create.
	CREATE VALUABLE CONTENT Develop content that is relevant, informative, and engaging for your target audience. This could include blog posts, videos, infographics, and social media posts.
	PROMOTE YOUR CONTENT Use various marketing channels to promote your content and reach your target audience. This could involve social media advertising, email newsletters, and influencer partnerships.
	ANALYZE YOUR RESULTS Track the performance of your marketing efforts using analytics tools. Monitor key metrics such as website traffic, engagement, and conversions to assess the effectiveness of your strategy.
	ADJUST YOUR STRATEGY Based on your analysis, make adjustments to your marketing strategy as needed. Experiment with different tactics and optimize your content to better resonate with your target audience.
	CONSISTENTLY ENGAGE YOUR AUDIENCE Maintain a consistent presence on your chosen marketing channels. Regularly interact with your audience, respond to comments, and provide valuable insights to build trust and loyalty.
	COLLECT FEEDBACK Encourage your audience to provide feedback on your content and marketing efforts. Use surveys, polls, and direct communication to gather insights and improve your strategy.
	STAY UP-TO-DATE Keep abreast of the latest marketing trends and technologies. The digital marketing landscape is constantly evolving, so staying informed is crucial for success.
	BE PATIENT Marketing success often takes time. Stay patient and persistent, as it may take several weeks or months to see significant results from your efforts.
	CELEBRATE YOUR SUCCESS Acknowledge and celebrate the milestones you achieve along your marketing journey. This helps maintain motivation and encourages continued effort.
	REVISIT YOUR GOALS Regularly revisit your initial marketing goals and assess your progress. Adjust your strategy as needed to ensure you are on track to achieve your objectives.
	STAY ORGANIZED Keep your marketing efforts organized and on schedule. Use tools like content calendars and project management software to streamline your workflow.
	BE CREATIVE Think outside the box and experiment with creative marketing ideas. Innovation can set you apart from your competitors and capture the attention of your target audience.
	BE TRANSPARENT Be honest about your marketing goals and the challenges you face. Transparency builds trust with your audience and allows you to seek advice and support from others in the industry.
	BE RESPONSIVE Respond promptly to inquiries, comments, and feedback from your audience. This shows that you value their input and are committed to providing excellent customer service.
	BE CONSISTENT Maintain a consistent voice and branding across all your marketing channels. Consistency helps reinforce your brand identity and makes it easier for your audience to recognize and remember you.
	BE FLEXIBLE Be open to making changes to your marketing strategy as you learn more about your audience and the market. Flexibility allows you to adapt to new opportunities and challenges.
	BE PROACTIVE Take initiative in your marketing efforts. Don't wait for opportunities to come to you; instead, actively seek out ways to engage your target audience and promote your business.
	BE POSITIVE Maintain a positive attitude throughout your marketing journey. Even when faced with setbacks or challenges, staying positive helps you persevere and find solutions.
	BE HELPFUL Provide valuable information and resources to your audience. Being helpful builds trust and positions you as an expert in your field, which can lead to increased sales and loyalty.
	BE AUTHENTIC Show your genuine personality and passion in your marketing content. Authenticity resonates with your audience and helps them connect with your brand on a deeper level.
	BE OPEN-MINDED Be receptive to new ideas and suggestions from your audience and other professionals. Collaboration and open-mindedness can lead to innovative marketing strategies.
	BE DEDICATED Commit yourself fully to your marketing efforts. Dedication is essential for staying motivated and consistently producing high-quality content and campaigns.
	BE RESPONSIBLE Take responsibility for your marketing actions and their consequences. If something goes wrong, own up to it and work to rectify the situation as quickly as possible.
	BE RESILIENT Bounce back from setbacks and failures. Resilience is a key trait for successful marketers, as it allows you to learn from mistakes and keep moving forward.
	BE ADAPTABLE Quickly adapt to changes in the market and your audience's preferences. Adaptability ensures that your marketing strategy remains relevant and effective over time.
	BE INNOVATIVE Explore new marketing techniques and technologies. Innovation can give you a competitive edge and help you reach your target audience in unique and impactful ways.
	BE COMMUNICATIVE Maintain clear and open communication with your team and stakeholders. Effective communication is essential for coordinating marketing efforts and ensuring everyone is on the same page.
	BE ORGANIZED Keep your marketing tasks and deadlines organized. Being organized helps you manage your time effectively and ensures that all aspects of your marketing strategy are covered.
	BE PERSISTENT Keep trying, even when you don't see immediate results. Persistence is often the key to long-term success in marketing, as it allows you to refine your strategy and reach your target audience over time.
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SM	AGF	Checked	AGF
SM	AGF	Date	18.12.20
SM	AGF	Scale @ A1	1:100

Project Origin Zone Level Type Role Number
ALB - PRP - XX - XX - D - L - 50002
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Dwn	Cld	Drawn	SM
SM	AGF	Checked	AGF
SM	AGF	Date	18.12.2025
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