



Check your BSC workflow in under 5 minutes

Placement & Airflow

- ☐ Define clear marketing goals and objectives aligned with growth
- ☐ Develop a comprehensive marketing strategy and roadmap
- ☐ Identify target audience segments and buyer personas
- ☐ Conduct market research and competitor analysis
- ☐ Set key performance indicators (KPIs) to measure success
- ☐ Create a content calendar to plan campaigns and initiatives

Operator Technique

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Cleaning & Disinfection

- ☐ Develop targeted offers and promotions based on customer needs
- ☐ Segment and personalise campaigns to drive higher engagement
- ☐ Test and optimise campaign elements (copy, design, CTA, timing)
- ☐ Monitor and adjust campaign budgets to ensure optimal spend

Equipment Design & Maintenance

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