

Marketing Defining Ownership / RACI

For brand building and campaign planning using this pre-filled Defining Ownership / RACI template.

Responsible (R)

- Established brand reputation and authority
- High organic traffic and search visibility

Accountable (A)

- Established brand reputation and authority
- High organic traffic and search visibility

Consulted (C)

- Leverage micro-influencer partnerships
- Expand into video content marketing

Informed (I)

- Leverage micro-influencer partnerships
- Expand into video content marketing