



# RIGHTSHOLDER MASTERCLASS

Learn how to market like the Elite, without the big budget.

# Data Strategy

## Exercise

## Map your Data Stack (re-print this page as many times as you need to)

*Mailchimp > Email marketing, Database Campaignware, Website Typeform*

*Gameday, Hubspot, Salesforce*

.....

[PLATFORM] used for [FUNCTION]

Receives data from

.....

*Sends data to*

[illegible]