

# Marketing Tactic Planning Guide

Marketing Tactic/Idea: \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

**I. Mission:** What is the objective of this tactic? What do you want it to accomplish?

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**II. Market:** Who is the target market/audience? What do they want/need related to this tactic?

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**III. Message:** What message do you want to convey to this market. What are the benefits for them?

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**IV. Media:** What do you think is the best media to use to convey this message (for example: direct mail, web site, blog, newsletter, press release, article, email, letter, phone call, ezine, ad, webinar, etc.)

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**V. Moment:** When should this message be sent and how often? What are the critical mile markers?

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**VI. Money:** How much money will this tactic cost? (If multiple touches, cost per time and total cost). In addition, what other resources will be required (ex. time from other staff).

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**VII. Additional Information:** Anything else that would be helpful for us to know.

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