

MARKETING YOUR BUSINESS, PRODUCTS & SERVICES

Worksheet & Planning Tool

Organize & Plan Your Marketing Efforts

You Need a Road Map: There is no Marketing GPS!



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Company Mission: (what business we're in and why?)

Company Vision: (where are we going as a business?)

12 Month Objectives for the Business

Objective_____

Objective_____

Objective_____

Objective_____



Audience(s)

Define – as narrowly as possible – who is buying your products & services (or should be!)

Define Target Markets

Target Customers

Demographics



Unique Selling Proposition

What Makes Your Business/Company/Product Unique?



Competition

Who are your biggest competitors? What do they do well? Poorly?



12 Month Sales & Marketing Objectives

Objective _____

Objective _____

Objective _____

Objective _____



Marketing Messages

Key Messages that you want to communicate to Customers & Prospects? Consider each "audience" separately



Channel Selection

Identify Potential Channels for Message Distribution, & Rank; Be sure to consider where your audience(s) can be found

- Direct Mail
- Email Marketing
- Print Ads
- Radio
- Billboards
- CATV
- Newsletter
- Website
- Mobile Website
- SEO
- Blog
- Social Media
- PPC Ads
- Press Release(s)
- Trade Shows
- Other (specify):

Put it all together: Key Tactics Next 12 Months
Who will do what, when, how much it will cost?

