

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?

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

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

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.)

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

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).

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