



Marketing Module

Marketing Plan Worksheet

I. Situational Analysis

This section contains background that is useful in directing your work. For this background, you may need to collect some data related to your goals, such as data on your county and its residents, significant challenges facing your office, or information about how another group has handled a similar situation. Helpful resources include the Census Bureau, <http://www.census.gov> or <http://quickfacts.census.gov/qfd/states/20000.html>, and Kansas Ag Statistics, <http://www.nass.usda.gov/ks>.

Background Description: What is your starting point? What do you want to market?

Key Findings: Background research. Who is your target audience? How do they receive information?

II. SWOT

It is important to identify your Strengths, Weaknesses, Opportunities, and Threats (SWOT).

Strengths:

Weaknesses:

Opportunities:

Threats (Challenges):

III. Target Audience

Identify primary, secondary and sometimes, tertiary audiences for your messages. You will need background on these audiences to understand their needs and communications patterns.

Primary:

Secondary:

Tertiary:

IV. Objectives

Identify objectives for your work. Write these so that they are measurable (and achievable!) when possible or at least begin thinking about how to measure your progress.

A.

B.

C.

V. Key Messages

What wording or message needs to be presented in all communications?

A. "Knowledge for Life"

B. Unbiased, research-based information

C.

D.

VI. Strategies/Tactics (Action Plans)

Strategies are concepts: what you need to accomplish in order to achieve your objectives. Tactics are tangibles: what you need to produce in order to achieve your objectives. Focus on breaking down each objective into components.

A. Strategy

1. Tactic
2. Tactic
3. Tactic

B. Strategy

1. Tactic
2. Tactic
3. Tactic

C. Strategy

1. Tactic
2. Tactic
3. Tactic

VII. Budget

What will it cost to complete the plan? Remember, a lot of marketing and communications tactics can be accomplished for little or no charge.

VIII. Assessments

This section is used to identify how you plan to assess progress toward the objectives. It can include surveys, hits on your Web page, media coverage, presentations, phone calls, etc. Also time periods are identified for the assessments (4 months, 6 months, etc.).

IX. Timeline

How long will it take to accomplish your objectives? What are the short-term and long-term plans? Set up schedules.