SALES & MARKETING PLAN

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| GOAL | TARGET | STRATEGIES | TACTICS / MESSAGES | CALENDAR | MEASUREMENT |
| Specific, measureable objectives to | Specific targets, reachable | Strategies to  attract the specific | Tools or channels you’ll use to reach your targets. What’s unique about | Specify which activities you will | How will you track results? How will you |
| accomplish in an established time | segments of people with similar needs or | people or organizations you’re trying to reach | your  story/product/services/bio/history | do daily, weekly, monthly or | compare the  effectiveness of each |
| period. | interests, motivations, demographics, locations, etc. | with a compelling offer that meets their interests/needs. | that connects with your target audience? Which messages will be persuasive? | quarterly to achieve your goals. What time of day or day of week is most effective for each activity? | tactic? How will you calculate the time/money/  # of contacts it takes to attract/retain each customer/client? |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| GOAL | TARGET | STRATEGIES | TACTICS / MESSAGES | CALENDAR | MEASUREMENT |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| GOAL | TARGET | STRATEGIES | TACTICS / MESSAGES | CALENDAR | MEASUREMENT |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |