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