

United States Department of Agriculture, University of Arkansas, and County Governments Cooperating

# Marketing Strategy Basics

## Worksheet

Marketing Goal: \_\_\_\_\_

<b>AUDIENCE</b> Who do you want to reach? Be specific and list each group separately.	<b>MESSAGE</b> What message will motivate your target audience(s) to do what you want? Consider the needs and interests of your target audience in developing your message.	<b>VEHICLE</b> What's the best way to deliver your message to its target audience? Who will be most effective at delivering that message?	<b>ACTION STEPS</b> What specifically needs to be done to make this happen? Who will do it? When will it be done?	<b>RESULTS</b> How will you know if you are successful?

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