

# MARKETING INITIATIVE WORKSHEET

Initiative:

Date:

Goal:

Department:

## WHAT IS THE AUDIENCE FOR THIS MARKETING INITIATIVE?

Who is the ideal client? / What are their personas? / What are their demographics or firmographics?



## WHERE IS THE AUDIENCE FOR THIS MARKETING INITIATIVE?

What strategies, mediums, and channels are the best way of reaching this audience?



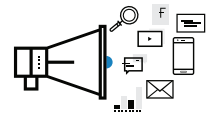
## HOW MANY RESOURCES WILL THIS MARKETING INITIATIVE TAKE?

How long will it take? / How many people? / How many hours per person? / Do we need help?



## ARE THERE OTHER EFFORTS THAT WE CAN COORDINATE WITH TO MAXIMIZE THIS INITIATIVE'S RESULTS?

Can we coordinate with other marketing initiatives to promote this one?



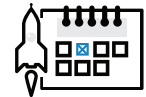
## HOW WILL WE MEASURE WHETHER THIS INITIATIVE IS SUCCESSFUL?

Do we have analytics properly installed with event, campaign, and conversion tracking?



## HOW LONG WILL IT TAKE TO SEE IF THIS INITIATIVE IS SUCCESSFUL?

At what point should we decide to change or end the effort? / How can we test different iterations?



## WHAT DID WE LEARN FROM THIS MARKETING INITIATIVE THAT CAN BE APPLIED TO THE NEXT?

What do we need to remember next time we try this? / What lessons can be applied to other efforts?

