



Marketing Campaign Startup Worksheet

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Target Market / Audience

Describe the ideal customer. Profile them like you are hunting down a killer. Know their habits.

- Age:
- Marital Status:
- Income Level:
- Hobbies and Interests:
- Family Dynamic
- Location
- Education
- Employment Status

What emotion would you say influences your ideal customer to buy the products in your industry?

FEAR / SCARCITY
GREED / WANT MORE
VANITY / LOOKING GOOD
PRIDE / CARES HOW OTHERS PERCEIVE
ENVY / KEEPING UP WITH NEIGHBOR
LAZINESS / CONVENIENCE
LUST / I GOTTA HAVE IT

What concerns or suggestions have been voiced by your customers?

What seems to make your products or services so much better than your competitors?

Do you have customer testimonials?

What does your competitor do about _____?

What makes you choose _____?

What problem are you trying to solve for your customers?

Ask them.

What seems to be the best marketing platform or medium working for you currently? Why?

What seems to be the worst marketing platform or medium? Why?

What was the best marketing or promotional campaign that you ever executed? Why was it successful?

If you could have optimal results from a marketing campaign, what would it look like?

How do you normally measure a campaign's success?

Business Goals & Objectives

What are your business goals this year?

- Short Term

- Long Term

What are your STRENGTHS?

What are your WEAKNESSES?

Where are your OPPORTUNITIES?

What are your THREATS?

What is your mission statement? Is it in alignment with your goals?

Do you have print materials? Are they current? Are they in alignment with the business' goals?

Campaign Goals & Outcomes

What would you change about your results from your current campaign/website/promotion?

What plans have you made to ensure that your promotions will work this year?

How much marketing did you budget for last year?

What is your budget this year?

What marketing material do you have in place to support your efforts?

What do you want to accomplish with this campaign?

How will you measure the campaign's success?

How do you want the customer to remember your business after they receive services or make a purchase?

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