



MINI MARKETING PLANNER

A creative resource accountable to your bottom line
 GRAPHIC DESIGN • PRINTING • SPECIALTY ADVERTISING

SAMWAD Goal(s) - Specific, Attainable, Measurable, With-a-deadline		Plan Date
Vehicle - the primary method of achieving your goal(s)		
Objectives		
Market to Reach - who will buy — demographics and psychographics		
Marketing Strategy - how to achieve objectives		
A. Advertising Plan (Display Ad, Free Standing Insert, Brochure, Posters, Radio, Television, Internet, etc.)	B. Direct Mail (Sales Letter, Customer Survey, Customer Reactivation Letter, Postcard, Card Deck, Coupon Pack, etc.)	
C. Publicity/Public Relations (Press Release, Articles, Trade Show, Seminar, Speeches, Radio Talk Show, etc.)	D. Other Sales Methods (Advertising Specialty Items, Logo and/or Stationery (re)Design, Networking, Telemarketing, Bulletin Boards, Clubs & Organizations, etc.)	



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Expected Monetary Returns		
<p>Schedule - Relevant Completion Dates</p> <p><u>Projected</u> <u>Actual</u></p>	<p>Costs</p> <ol style="list-style-type: none"> 1. Services 2. Printing 3. Ad Specialties 4. Supplies 5. Postage 6. Other 	<p><u>Projected</u> <u>Actual</u></p>
<p>Results - Total: Sales, New Customers, Initial Purchases, Repeat Sales, Responses, Attendees, etc.</p> <p><u>Projected</u> <u>Actual</u></p>		
<p>Miscellaneous Notes</p> <p>Changes For Next Time</p>		