

Marketing Communication Materials Worksheet

Project	
Campaign	
Revision date	

GOAL	STRATEGY	TACTICS

MICRO-MARKETING PLAN
1. Piece objective and description. How and where will this piece be used? In what quantities?
2. Describe the prospect's characteristics / motivations / pain and gain points:
3. List the primary competition or alternatives:
4. List the targeted segment and the corresponding positioning or mind-share to dominate:
5. List and prioritize the purchase justification for this targeted mind-share segment:
6. The focus / essence: What one or two words say it all?
7. List the appeal (headline) and justifiers to be used in this piece:

CHECKLIST
1. Does the layout work?
2. Rate overall fit and feel
3. Is the product the star?
4. Does the headline pull?
5. Do the justifiers work?
6. Is credibility adequate?
7. Appropriately engaging?
8. Is <i>act right now</i> justified?
9. Does the response or reply mechanism function?
10. Double check all addresses, phone numbers, links, and web sites.
11. Source code / tracking mechanism created and integrated.