

Marketing Plan Worksheet

- When discussing digital marketing, be sure to include how visitation will be measured, or the key performance indicators (i.e. visitors to the website, app downloads, banner/ad clicks, impressions, etc.).
- For the print advertising, include number of subscriptions. This information is usually supplied by the media agency.

Print Advertising –

Briefly discuss print ad promotions planned to be placed in newspapers, magazines or on flyers.

Total number of subscribers to newspapers you plan to use: _____

Total number of subscribers to magazines you plan to use: _____

Digital Advertising –

Please briefly explain any social media promotions, blogs, special websites, or other digital promotions (such as e-newsletters, blasts) and the goals of each (i.e. total reach, Click-Thru-Rates, unique/new page visitors, length of page sessions, etc.)

Number of Digital Impressions: _____ Actions/Clicks: _____

Radio/TV –

Briefly describe any radio or TV promotions and the goals or reach of each.

Other – if applicable

Briefly describe any other promotions or marketing campaigns not mentioned above, such as highway billboards, fun promotions (such as giveaways), etc.

Overall (print + digital + radio/TV), estimate how many individuals the marketing plan may reach?

How many of the targeted individuals are at least 75 miles from Baytown? _____