

8 STEPS FOR EVERY MARKETING EVENT

Marketing || Resource Guide

Use these eight steps to plan and implement any marketing event, campaign, or activity in your business. If you get stuck, consult a marketing expert to help you out with the details.

General Steps

1. What is your product?
2. Who are your current and future customers?
3. What are your key messages?

Specific Actions for Any Marketing Event

4. What groups do you want to engage with?
Individuals, Industry, Businesses, Civic Groups, Government
5. What opportunities are there to connect with these groups?
Presentations, Trade Shows, Networking, Promotion
6. Which vehicles will you use to communicate?
Website, Brochure, Newsletter, Blog, Social Media, Advertising, Events
7. What are you asking people to do?
Purchase, Promote, Refer
8. How will you measure the results?
Sales, Online Surveys, Web-Based Metrics