

“Speed Marketing Plan” Template

GOAL(S)	TARGET AUDIENCE(S)	PLAN			RESULTS
GOAL <i>Specific, measurable objectives to be accomplished in a time period.</i>	TARGET <i>Specific, reachable segments of people with similar needs or interests, motivations, demographics, locations, etc.</i>	STRATEGIES <i>Strategies that will attract the specific people or organizations you’re trying to reach with a compelling offer that meets their interests/needs.</i>	CHANNELS/MESSAGES <i>Tools or channels you’ll use to reach your targets. What’s unique or special about your product/services/story? Which messages and messengers will be persuasive?</i>	CALENDAR <i>Specify which activities you will do daily, weekly, monthly or quarterly to achieve your goals.</i>	MEASUREMENT <i>How will you track results? How will you evaluate the effectiveness of each tactic?</i>
Goal #1					

Goal #2

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Goal #3

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