

## Strategy Worksheet

### Your goals

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Your target audience

- Demographics (age/household income/gender/generational)  
\_\_\_\_\_
- Geography (the reach of your business—think local, regional or national)  
\_\_\_\_\_
- Interests (interests that relate to your offerings)  
\_\_\_\_\_

### Your marketing budget

Tactics (choose at least 3) and budget:

<i>Budget</i>	<i>Platform</i>	<i>Start date</i>	<i>End date</i>
_____	Meta Advertising	_____	_____
_____	Google Advertising	_____	_____
_____	Programmatic Advertising	_____	_____
_____	Social Media ( <i>other</i> ) _____	_____	_____
_____	Print Advertising	_____	_____
_____	Out-of-Home ( <i>billboards, transit, etc</i> )	_____	_____
_____	Collateral ( <i>brochures, rack cards</i> )	_____	_____
_____	Other _____	_____	_____

### Your Summer Story

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### Key Messaging (*how your story relates to your summer promotion*)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Content Calendar (map your content ideas)

Channels	June	July	August	September
Email				
Social Media				
Blog				

