

## Summer Planning Worksheet

### What's New?

Are you launching a new product/location/service? (Y / N)

Announcing a new partnership? (Y / N)

New remodel or capital improvements? (Y / N)

Other: \_\_\_\_\_

### Is it newsworthy?

*Tip: The six qualities of newsworthiness —Proximity, Impact, Relevance, Timeliness, Prominence, Novelty*

Do you need a press release? (Y / N)

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### What was last summer like?

#### Website

What pages earned the most traffic? \_\_\_\_\_

The least? \_\_\_\_\_

Which low-traffic pages need some love? \_\_\_\_\_

Where is the traffic coming from? (list top 3 cities) \_\_\_\_\_

Are there markets you'd like to grow in? \_\_\_\_\_

#### Social Media

Who is your top demographic? (*who has the greater percentage?*) \_\_\_\_\_

Male/Female? \_\_\_\_\_

Top age groups (name 2): \_\_\_\_\_

What are your most popular months? \_\_\_\_\_

Most engaged times of the day? \_\_\_\_\_

Top 3 cities your followers are from (name 3): \_\_\_\_\_

What kind of social media growth would you like to see? (Choose one)

Followers \_\_\_\_\_

Engagement \_\_\_\_\_

Mentions \_\_\_\_\_

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### Where do you rank?

Choose 3 pages you'd like to promote \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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What's your total marketing budget? \_\_\_\_\_

#### Marketing tactics

Meta Advertising

Google Advertising

Programmatic Advertising

Social Media (*other*) \_\_\_\_\_

Print Advertising

Out-of-Home (*billboards, transit, etc*)

Collateral (*brochures, rack cards*)

Other \_\_\_\_\_

