

GOALS	TARGET	STRATEGIES	TACTICS	CALANDER	MEASUREMENTS
Different types, measureable objectives to be achived in a time period.	Specific, reachable segments of people with similar needs or interests, motivations, demographics, locations, etc. How many organizations/ people are there in each segment?	Strategies that will attract the specific people or organizations you're trying to reach with a compelling offer that meets their interests/needs.	Tools or channels you'll use to reach your targets. What's unique or special about your product/services/bio/ history that will connect with people? Which type messages will be persuasive?	Specify which type of activities you will do daily, weekly, monthly or quarterly to achieve your goals. What time of day or day of week is most effective for each activity?	How will you track results? How will you compare the effectiveness of each tactic? How will you calculate time/money/ number of contacts it takes to attract/retain each customer/client?
Will be done by: Increasing sales between a specific time.	Will be done by: Local non-profits with annual budgets of at least \$500 000.	Will be done by: Offer a free workshop or training in a related service. And Offer atleast "2 for 1" discount to current clients who bring in a new client.	Will be done by: Channels: Run Facebook ads targeting customers in 5 mile radius. Use email marketing to encourage existing clients to refer others.	Will be done by: Create weekly promotion schedule. Distribute postcards or flyers at least once a month.	Will be done by: Total sales in time period Additional expenses (if any) Total # of customers Average sales per customer Test which times of day/days of week get most engagement.