

Easy Marketing Planning Checklist

This checklist has been created to provide you with easy steps to get your marketing started. For deeper guidance please see our Marketing Plan Template Outline.

YOUR MARKETING CHECKLIST

1

Goal Establishment

Write down what you want your marketing efforts to achieve for your brand, products or services. Be sure to use the SMART rule for goal setting.



2

Audience Establishment

Write down who your ideal target audience is. Write down both their demographic and psychographic characteristics. You may have more than one.

3

Marketing Tools

Write down the tools you will use to reach each of your target your audiences. Consider digital marketing tools like your website and social media, and traditional tools like networking or print media.

4

Measurement

Write down your key performance indicators. Consider what measurable things should happen as a result of your marketing efforts. Write down how you will measure the success of each goal.

Strong Goals are SMART:


Specific Measurable Achievable Relevant Time Bound

For more info please contact

Ashley.Drummond@wowfactormedia.ca

or follow us for easy social media marketing tips for your business:

 [wowfactormedia](https://www.facebook.com/wowfactormedia)

 [wowfactormediaofficial](https://www.instagram.com/wowfactormediaofficial)

WOWFactor[®]
MEDIA
 WOMAN-OWNED BUSINESS
SASKATCHEWAN *let's grow!*