

# Marketing Plan Checklist

Before filling out the marketing plan form, here are the questions you will need to be able to answer for your customer.

## 1. WHO IS THE TARGET AUDIENCE?

*The more specific you can get, the better!*

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## 2. WHICH PRODUCT/SERVICE IS THE FOCUS OF THE AD?

*Please choose one. Which is your best seller? Which service is applicable this season?*

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## 3A. WHICH PROBLEM DOES THIS PRODUCT/SERVICE HELP SOLVE?

*What is the primary pain point your product or service helps eliminate. Not applicable? See 3B:*

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## 3B. WHAT DO YOUR CUSTOMERS WANT?

*Your customers want something, how do you help fulfill this desire?*

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## 4. HOW DOES YOUR BUSINESS MAKE YOUR CUSTOMERS FEEL?

*Circle one: Happy, Excited, Secure, Calm*

## 5. WHAT ARE SOME BENEFITS OF YOUR PRODUCT/SERVICE?

*Explain how your product/service makes someone's life better.*

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## 6. WHAT ELSE SHOULD WE KNOW ABOUT YOUR PRODUCT/SERVICE?

*What is the general information essential for this ad?*

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## 7. WHAT IS THE CALL-TO-ACTION?

*If someone is interested in what you are selling, what do they need to do next?*

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## 8. WHAT IS THE BEST OFFER YOU'VE EVER USED?

*Our publication is a shopper, which means our readers are looking for offers.*

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## 9. WHAT IS YOUR WEBSITE ADDRESS?

*We need the actual address to make sure we pull information from the correct source.*

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