

<b>GOAL</b>	<b>TARGET</b>	<b>STRATEGIES</b>	<b>TACTICS/MESSAGES</b>
<i>Specific, measurable objectives to be accomplished in a time period.</i>	<i>Specific, reachable segments of people with similar needs or interests, motivations, demographics, locations, etc. How many organizations/people are there in each segment?</i>	<i>Strategies that will attract the specific people or organizations you're trying to reach with a compelling offer that meets their interests/needs.</i>	<i>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 messages will be persuasive?</i>

<p><b>Sample Goal #1:</b></p> <p>Increase sales between 9:30-11:30am from \$xx in 2013 to \$yy in 2014.</p>	<p>Existing and new customers who are parents of small children.</p> <p>--Live or work in 5 mile radius</p> <p>--Flexible schedules</p> <p>--Looking for social contact</p>	<p>Offer free coffee with \$5+ purchase between 9:30-11:30am</p> <p>Facilitate a knitting group</p> <p>Provide kids play area between 9:30-11:30am</p>	<p>Channels: Reach existing customers via email, blog, social media. Reach potential customers via website and social media, also promote via websites, listservs, publications. Print postcards/flyers.</p> <p>Message: "Family hours, easy parking meet other parents."</p>
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