

<b>GOAL</b>	<b>TARGET</b>	<b>STRATEGIES</b>	<b>TACTICS/MESSAGES</b>
<i>Specific, measureable 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>

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