

Assignment:

Write a general overview of the assignment. (i.e. I would like a website, poster, card, etc...

Marketing Goals:

Please list your specific goals in using this tactic. (i.e. I will measure success by how many people visit our website and sign up for our newsletter.)

Target Audience:

Please list specific target audiences. If you have their demographic information or any research, that would be great as well.

Messaging:

What do you want them to know?

What do you want them to do?

Measurement:

How do you think you could best measure the success of this tactic? If you don't know, that's OK we'll help you figure it out.

Mandatories:

If you have a logo, phone number, website, photos, etc... that you want to use, please let us know here.