

How to Get the Word Out About Your Program



Photo by [Kitty Terwolbeck](#), Creative Commons license

Agenda

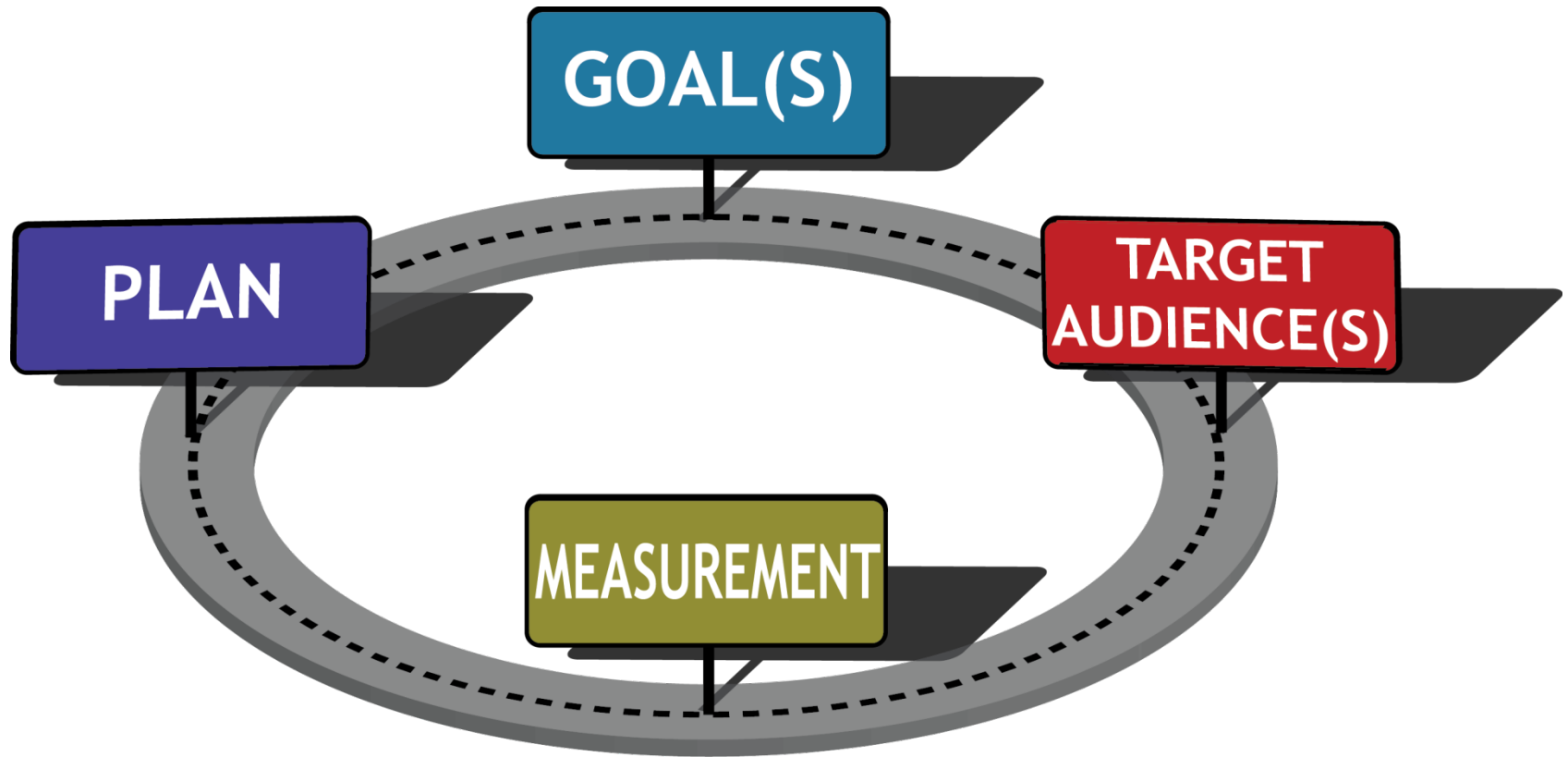
- Why create a marketing plan?
- The four-step planning cycle
 1. Goal(s)
 2. Target Audience(s)
 3. Plan
 4. Measurement
- Creating a sample marketing plan

Why Create a Marketing Plan?



Photo by [Kitty Terwolbeck](#), Creative Commons license

Four Steps to a Marketing Plan



Marketing Plan Template

GOAL(S)	TARGET AUDIENCE(S)	PLAN	MEASUREMENT
GOAL 1:			
GOAL 2:			
GOAL 3:			

STEP 1 Set Your Goals



Photo by [woodleywonderworks](https://creativecommons.org/licenses/by/4.0/) Creative Commons license

Be Specific

GENERAL GOAL	SPECIFIC GOAL
1. Recruit more farmers	Recruit 3 farmers by January 2017
2. Increase school meal participation	Increase participation from 57% to 65% in the second half of 2017
3. Get buy-in for a project	Get at least 1 staffer from each department to endorse the project in the next month



STEP 2

Focus on Your Target Audiences



Photo by [Bob Peterson](#), Creative Commons license

Photo by [Public Health Image Library](#), Creative Commons license

Demographics



Photo by [TheArches](#), Creative Commons license

Motivations, Needs, Behaviors



Photo by [Gabriel Kamener](#), Creative Commons license

Shared Goals



Photo by [Bob Peterson](#), Creative Commons license

Best Ways to Get Their Attention



Photo by [U.S. Department of Agriculture](#) Creative Commons license

Craft Your Message(s)



Photo by [Laura D'Alessandro](#), Creative Commons license

Choose the Best Messenger(s)



Photo by [GoodFoodRevolution](#) Creative Commons license

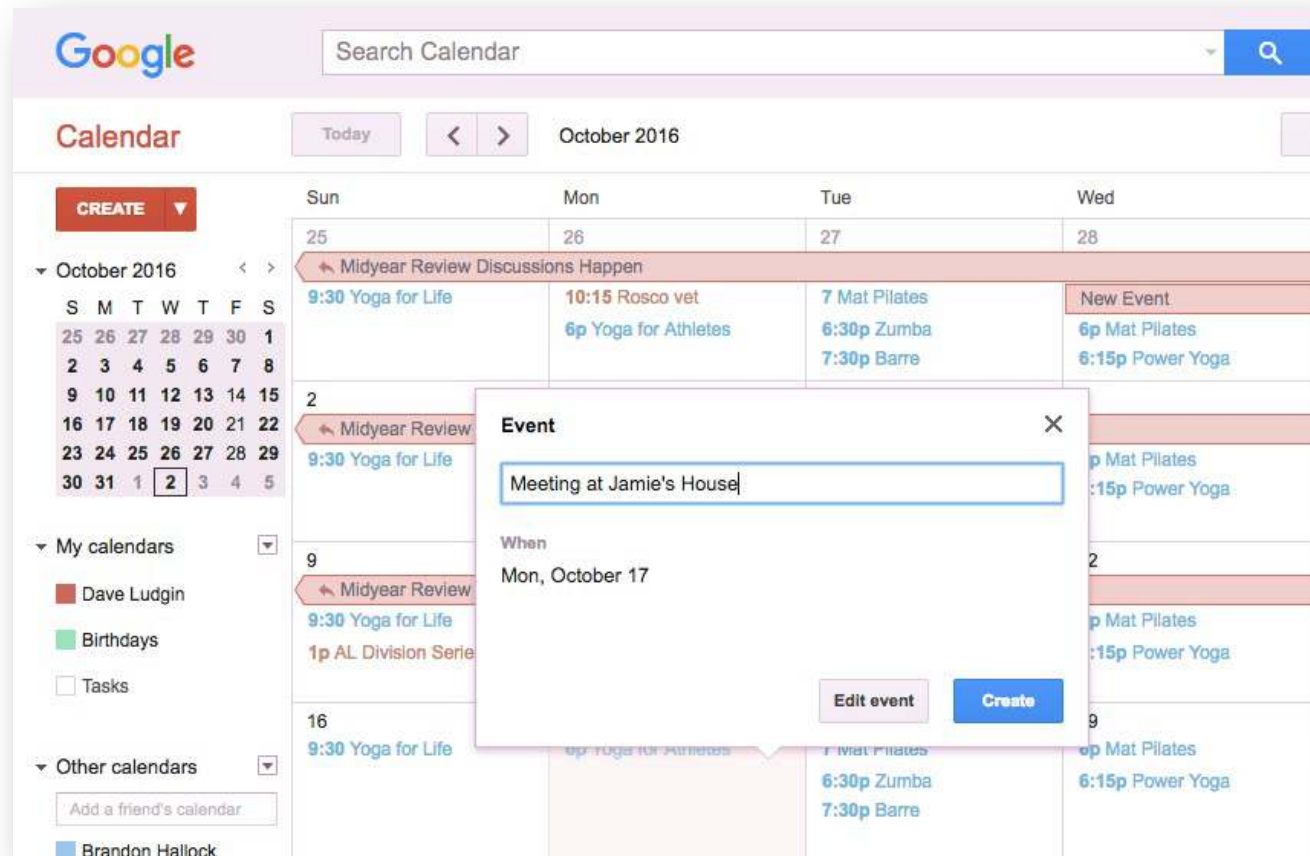
STEP 3 Create Your Plan



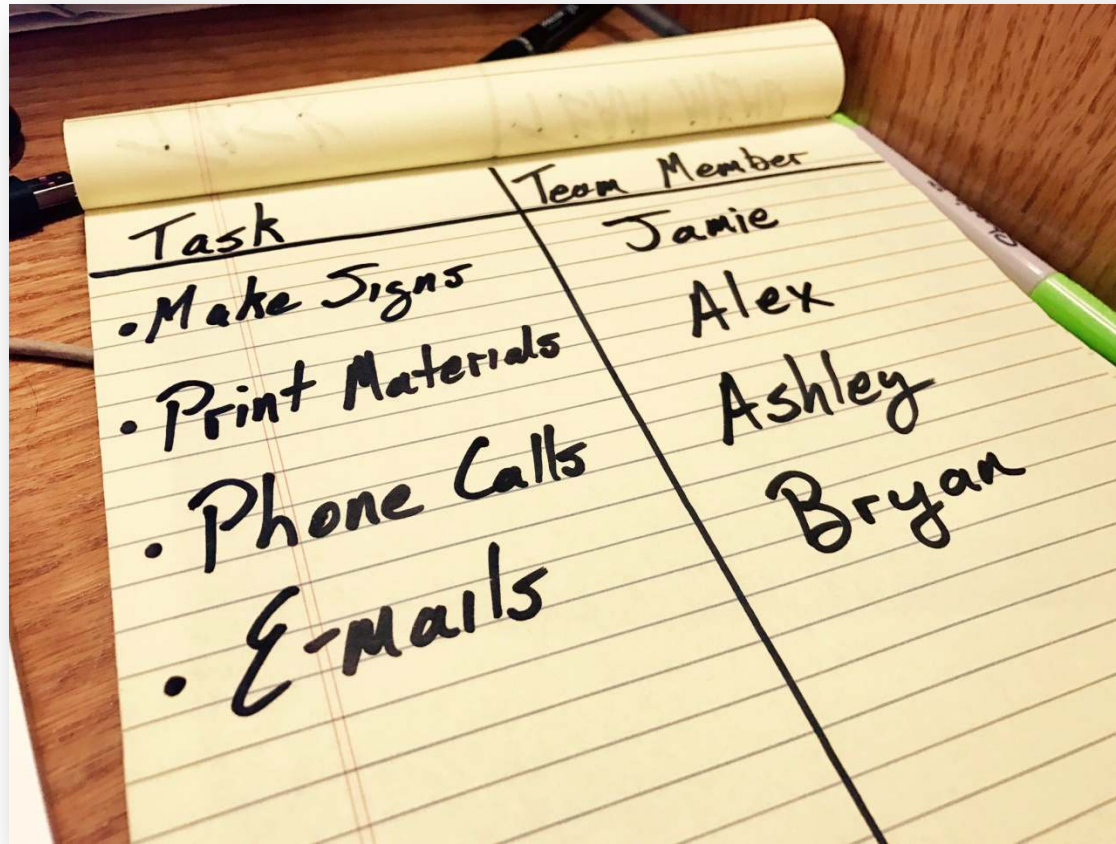
Choose Your Tactics



Schedule Your Activities



Assign Responsibilities



A photograph of a handwritten task assignment table on a notepad. The table is divided into two columns: 'Task' and 'Team Member'. The tasks listed are 'Make Signs', 'Print Materials', 'Phone Calls', and 'E-mails'. The team members assigned are 'Jamie', 'Alex', 'Ashley', and 'Bryan' respectively. The notepad is resting on a wooden surface, and a green pen is visible on the right side.

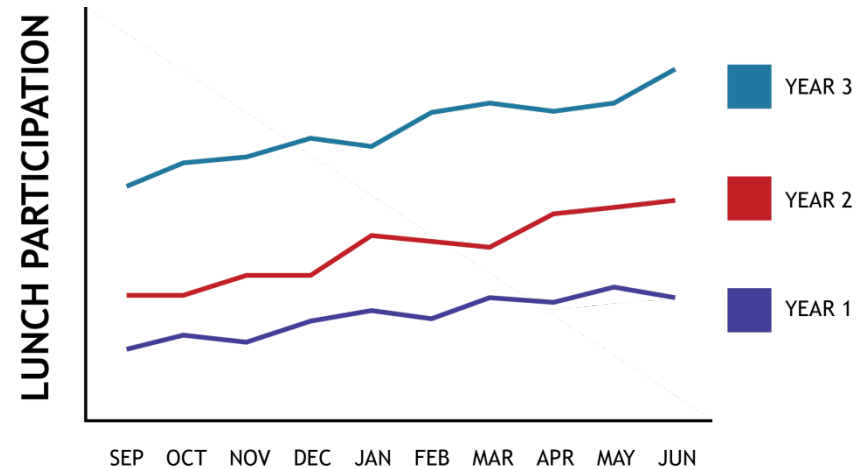
Task	Team Member
• Make Signs	Jamie
• Print Materials	Alex
• Phone Calls	Ashley
• E-mails	Bryan

Budget



Photo by [OTA Photos](#), Creative Commons license

STEP 4 Measure Your Results



Marketing Plan Template

GOAL(S)	TARGET AUDIENCE(S)	PLAN	MEASUREMENT
GOAL 1:			
GOAL 2:			
GOAL 3:			