

## “Speed Marketing Plan” Template

GOAL(S)	TARGET AUDIENCE(S)	PLAN			RESULTS
<p><b>GOAL</b></p> <p><i>Specific, measurable objectives to be accomplished in a time period.</i></p>	<p><b>TARGET</b></p> <p><i>Specific, reachable segments of people with similar needs or interests, motivations, demographics, locations, etc.</i></p>	<p><b>STRATEGIES</b></p> <p><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></p>	<p><b>CHANNELS/MESSAGES</b></p> <p><i>Tools or channels you’ll use to reach your targets. What’s unique or special about your product/services/story? Which messages and messengers will be persuasive?</i></p>	<p><b>CALENDAR</b></p> <p><i>Specify which activities you will do daily, weekly, monthly or quarterly to achieve your goals.</i></p>	<p><b>MEASUREMENT</b></p> <p><i>How will you track results? How will you evaluate the effectiveness of each tactic?</i></p>
<b>Goal #1</b>					

**Goal #2**

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**Goal #3**

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