

# MY SOCIAL MARKETING PLAN

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\_\_\_\_\_ 20\_\_ – \_\_\_\_\_ 20\_\_

Plan designed by



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# CAMPAIGN VISION

Problem being addressed:

What success looks like (who is doing what differently?)

Actors:

Action:

Intermediary Changes

Awareness:

Attitudes:

Intermediary behaviors:

# MEASURES OF SUCCESS

## ULTIMATE OBJECTIVE

Measure #1:

Instrument:

Schedule:

Measure #2:

Instrument:

Schedule:

## INTERMEDIARY GOALS

Measure #3

To indicate:

Instrument:

Schedule:

Measure #4:

To indicate:

Instrument:

Schedule:

Measure #5:

To Indicate:

Instrument:

Schedule:

Measure #6:

Instrument:

To indicate:

Schedule:

Measure #7:

To indicate:

Instrument:

Schedule:

Measure #8:

To indicate:

Instrument:

Schedule:

Measure #9:

To Indicate:

Instrument:

Schedule:

Measure #10:

Instrument:

To indicate:

Schedule:

## FORMATIVE RESEARCH ACTIVITIES PLANNED

## EVALUATION RESEARCH ACTIVITIES PLANNED

# ACTOR PROFILE & MARKET ANALYSIS

Description of Actors:

Total Audience Size \_\_\_\_\_: \_\_\_\_\_

Penetration (# of Doers as of NOW): \_\_\_\_\_

Unserved (# of Non-Doers as of NOW): \_\_\_\_\_

Goal by \_\_\_\_\_ # of new Doers: \_\_\_\_\_ % of unserved: \_\_\_\_\_

## AUDIENCE SEGEMENTS

	Description	Reach (split)	Target Description
Stage of Change	Unaware		
	Contemplators		
	Trial Segment		
	Doers		
	Repeaters		
Type of Adopter	Innovator		
	Early Adopter		
	Early Majority		
	Late Majority		
	Laggard		
Demo/Psychographic			
Other Criteria			
Other Criteria			

## DOERS VS. NON-DOERS – What's different?

Doers	Non-Doers

# PERTINENT MARKET CONDITIONS

SOCIAL/LEGAL STATUS OF BEHAVIOR:

NORM FOR BEHAVIOR:

DIFFICULTY OF BEHAVIOR:

ENVIRONMENTAL CONSTRAINTS/INDUCEMENTS:

MOST COMMON CONSEQUENCES OF BEHAVIOR:

RISKS ASSOCIATED WITH BEHAVIOR:

OTHER NOTABLE FACTORS/OPPORTUNITIES:

# COMPETITIVE ANALYSIS

What are competitors offering?

Category:

Needs Addressed:

Competitor (other offers)	Needs Fulfilled (why are people choosing this competitor)	Market Share (by loyalty level)	Target Segments (who offer attracts)

Category:

Needs Addressed:

Competitor (other offers)	Needs Fulfilled (why are people choosing this competitor)	Market Share (by loyalty level)	Target Segments (who offer attracts)

## NEED/WANT INSIGHTS

Category:

Needs Addressed:

Competitor (other offers)	Needs Fulfilled (why are people choosing this competitor)	Market Share (by loyalty level)	Target Segments (who offer attracts)

# CAMPAIGN STRATEGY

GOAL BEING ADDRESSED: \_\_\_\_\_

TARGET ACTORS: \_\_\_\_\_ DESIRED ACTION: \_\_\_\_\_



TARGETED NEEDS/WANTS
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TARGETED BENEFITS OR BARRIERS
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## TARGET IMPROVEMENTS

Perceived Consequence	
Self Efficacy	
Norms/Self-Standards	
Other	



## INTERVENTIONS

	Consequences	Efficacy	Norms
Ask			
Setting			
Service			
Promotion			

## LOGIC MODEL

# TACTICS

TARGET FACTOR:

INTERVENTIONS (LIST AND DESCRIBE)

# TACTICS

TARGET FACTOR:

INTERVENTIONS (LIST AND DESCRIBE)

# TACTICS

TARGET FACTOR:

INTERVENTIONS (LIST AND DESCRIBE)

# TACTICS

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INTERVENTIONS (LIST AND DESCRIBE)

