

# My Social Marketing Plan

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\_\_\_\_\_ 20\_\_ – \_\_\_\_\_ 20\_\_

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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:

To indicate:

Instrument:

Schedule:

Measure #7:

To Indicate:

Instrument:

Schedule:

Measure #8:

Instrument:

To indicate:

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 Segments

	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 v. 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)

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**Need/Want Insights**

*What are your potential customers still seeking?*

Actor Segment	Sought-After Reward/Experience	Sought-After Reputation/Identification	Sought-After Service

# Campaign Strategy

Goal being addressed:

Target Actors: \_\_\_\_\_ Desired Action: \_\_\_\_\_



Targeted Needs / Wants

Targeted Benefits or Barriers



## 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

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