Marketing Plan Checklist

DEVELOPED BY THE AGRICULTURAL DEVELOPMENT CENTER AT THE UNIVERSITY OF TENNESSEE

MONTH ONE

Direct mailing to all within the Hometown city limits
Media Day celebration
Billboard rental
Newspaper advertisement
Measuring cups/spoons handed out
Product sampling
Begin frequent buyer club program

MONTH TWO

Newspaper advertisement
Continue frequent buyer club program
Billboard rental
Direct mailing to specific organizations
Sponsorship of charity event
Product sampling
Discount coupons

MONTH THREE

Newspaper advertisement
Billboard rental
Sponsorship of community little league
Continue frequent buyer club program
Product sampling
Discount coupons

MONTH FOUR

Newspaper advertisements
Billboard rental
Continue frequent buyer club program
Product sampling
Discount coupons
Host AARP meeting

MONTH FIVE

Newspaper advertisement
Billboard rental
Continue frequent buyer club program

CoSchedule