

## Sample Sales and Marketing Plan

GOAL	TARGET	STRATEGIES	TACTICS/MESSAGES	CALENDAR
<p><i>Specific, measurable objectives to be accomplished in a time period.</i></p>	<p><i>Specific, reachable segments of people with similar needs or interests, motivations, demographics, locations, etc. How many organizations/people are there in each segment?</i></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><i>Tools or channels you'll use to reach your targets. What's unique or special about your product/services/bio/history that will connect with people? Which messages will be persuasive?</i></p>	<p><i>Specify which activities you will do daily, weekly, monthly or quarterly to achieve your goals.</i></p> <p><i>What time of day or day of week is most effective for each activity?</i></p>

<p><b>Sample Goal #1:</b> Increase sales between 9:30-11:30am from \$xx in 2013 to \$yy in 2014.</p>	<p>Existing and new customers who are parents of small children.</p> <ul style="list-style-type: none"> <li>-Live or work in 5 mile radius</li> <li>-Flexible schedules</li> <li>-Looking for social contact</li> </ul>	<p>Offer free coffee with \$5+ purchase between 9:30-11:30am</p> <p>Facilitate a knitting group</p> <p>Provide kids play area between 9:30-11:30am</p>	<p>Channels: Reach existing customers via email, blog, social media. Reach potential customers via website and social media, also promote via websites, listservs, publications. Print postcards/flyers.</p> <p>Message: "Family hours, easy parking meet other parents."</p>	<p>Ask customers if you can take photos and tag them on Facebook. Post reminders on Facebook and Twitter before and during the target time period.</p> <p>Create weekly promotion schedule.</p> <p>Distribute postcards or flyers at least once a</p>
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