

The Campaign Method[©]

Marketing Inventory

BUSINESS _____ DATE PREPARED _____

I. OPPORTUNITIES: List here all the calendar events that have worked for you over the years, plus ones that you've wanted to try.

A. Local happenings, such as:

1. Anniversary month _____
- 2.
- 3.
- 4.

B. National events like: Christmas, tax season, holidays, etc.

- 1.
- 2.
- 3.
- 4.

C. Special promotions

- 1.
- 2.
- 3.
- 4.

II. PRODUCTS: List here all the products you offer. If more than 8 products, list by general groups, or by department. Also, note co-op possibilities.

- | | |
|----|----|
| 1. | 5. |
| 2. | 6. |
| 3. | 7. |
| 4. | 8. |

III. "SHOULD" and "DOS":

A. 4 reasons why people SHOULD do business with you (unique selling propositions)

- 1.
- 2.
- 3.
- 4.

B. 4 reasons why they DO do business with you (dominant buying motives)

- 1.
- 2.
- 3.
- 4.

IV. Now, using the "Advertising Planning Calendar":

- a. From your "opportunity" list in section I above, place each idea in the proper chronological section of the "opportunity" column.
- b. Put as many products as possible into their best selling times of year under "message." Remember to write down your reason for putting it there under "opportunity."
- c. Fill in open places with some "SHOULD" and "DOS".
- d. Explore additional promotional possibilities to round out your calendar. Ask media representatives for ideas.