

Marketing Strategies and Tactics

*Make a list of all the strategies you will use to market your business. Be specific. State when, where and how often. Look at the cost in time and money vs. the benefits you will receive. Don't forget to include your online strategies as well. **Summarize this information and include in your Marketing Plan.***

| What will you do to market your business? | How much will it cost in time and money? | Why will it reach and appeal to your target market and how big is the audience? | What is the goal or desired result? |
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| Networking | | | |
| Direct marketing | | | |
| Advertising | | | |
| Training/Presentations | | | |
| Direct/personal selling | | | |
| Publicity/Public relations | | | |
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