

# Marketing Project Planner/Tracker



Use this worksheet to plan and track the results of your marketing projects. It should be used before, during and after a promotion has run. Print out updated copies each week/month/year to track overall effectiveness. Reviewing this detailed information will enable you to maximize the results you achieve from your advertising budget. Use this sheet in conjunction with the Service Roundtable Marketing Wizard for best results.

Project Name		Tracking Code	
Assigned to		Preparation Begin Date	
Targeted Launch Date		Actual Launch Date	
Quantity (if applicable)		Responses	
Estimated Production Cost		Actual Production Cost	
Estimated Distribution Cost		Actual Distribution Cost	
Actual Costs		Revenue Generated	

<b>M</b>	<b>MAIN PURPOSE</b> Explain why you're developing this project—attract new customers, back-end sales, increase average ticket, etc.	
<b>A</b>	<b>AUDIENCE</b> Who are you targeting and why? What would this audience respond to?	
<b>R</b>	<b>RESULT DESIRED</b> What do you want the prospect to do when they see your ad? What will that mean to the company?	
<b>K</b>	<b>KEEP IT SIMPLE</b> Simplify the message you're trying to communicate—what's really important to the customer?	
<b>E</b>	<b>EXPLAIN THE BENEFITS</b> What's in it for the customer? Don't simply list features; explain the benefit to the buyer.	
<b>T</b>	<b>TAKE AWAY THE RISK</b> Remove the risk so the customer has no reservations about doing business with you—make a strong guarantee.	
<b>I</b>	<b>INSERT WHERE?</b> How will you distribute this message? What media will you use?	
<b>N</b>	<b>NEGOTIATE</b> Everything is negotiable—especially ad space and production costs. Get your best price up front.	
<b>G</b>	<b>GAUGE RESPONSE</b> Track the results of your promotion on this sheet. Measure cost vs. revenue.	