

Module 3.6 Marketing - Worksheet

a) Developing your project's marketing strategy

To get the word out about your brand new project and communicate the call for action in your potential target group/s, you need to define what information should be communicated by which means, to what audience, and with what goal. Fill out the tables below to create your tailored marketing strategy.

Step 1: Define your target audience

Who are your project's ultimate target groups?

Step 2: Define what you want to achieve through your marketing strategy

What are the ultimate results you wish for out of your marketing campaign?

Step 3: Define key message that you want to communicate with your target group/s

What do you want to communicate? What is so special/unique about your project comparing with other competitors?
Why should your target group be interested in your solution?

Step 4: Define your marketing tools

Are you using digital marketing tools (e.g. email campaigns, newsletters, social media, ... etc.), physical ones (flyers, posters, business cards, ... etc.), or a combination of both?

Step 5: Determine your marketing budget

How much money are you ready to invest for your marketing activities and materials?