

Your Campaign Needs



In order to support you in designing, planning and preparing a fantastic campaign for your product, please take a couple of moments to answer the following questions. This will facilitate a robust discussion about vital information and systems you already use, or may need. Your responses also support me in identifying discussion points for exploration.

What is your Product that you want to promote?

- | | |
|---|--|
| <input type="checkbox"/> Physical Product | <input type="checkbox"/> Once off Sale |
| <input type="checkbox"/> Online | <input type="checkbox"/> Ongoing / Progressive Sales |
| <input type="checkbox"/> Other | |

What is your Target Audience for this Product?

- | | |
|---------------------------------|-------------------------------|
| <input type="checkbox"/> Female | <input type="checkbox"/> Male |
|---------------------------------|-------------------------------|

- | | |
|----------------------------------|----------------------------------|
| <input type="checkbox"/> 16 - 21 | <input type="checkbox"/> 22 - 28 |
| <input type="checkbox"/> 28 - 35 | <input type="checkbox"/> 36 - 45 |
| <input type="checkbox"/> 45 - 60 | <input type="checkbox"/> Other |

- | | |
|---|--|
| <input type="checkbox"/> Employed | <input type="checkbox"/> Unemployed |
| <input type="checkbox"/> Married | <input type="checkbox"/> Unmarried |
| <input type="checkbox"/> Interested in Lifestyle eg Wellbeing and Natural Therapies | <input type="checkbox"/> Other important information about your audience |

What normally 'Motivates your Audience' to 'Engage' with you?

What's your 'Key Messaging' used to date and does this Messaging reflect the Audience you serve?

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When was the last time you Reviewed your Marketing Messaging?

How do you presently engage your Target Audience for this Product?
And does this generate 'Consistent' Sales for your Product / Service?

How do you store your Existing Mailing Lists of Clients / Prospective Clients? How often do you Communicate with them?

Do you have a Waiting List to Purchase this Product / Training? ie a Mailing List or Database? How do you Communicate with them?

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Do you have Minimum Sales Targets for Selling this Product?

Do you utilise Social Media presently? If so, which Platform?

Are you presently in your Social Media Communities? ie are you posting...

Is your Brand established so that you have Market Leverage and Self Perpetuating Growth for your business? ie are you well known within your Tribe?