

USING THE 5 M'S FOR SUCCESSFUL PROGRAM MARKETING

Planning Sheet

PROGRAM: _____
DATE: _____

MARKET: List the people/groups you want to reach in priority order. Markets are specific. Your *entire* community is not a strategic market. Break them down into smaller groups by identifying specific characteristics.

1. _____
2. _____
3. _____
4. _____

MESSAGES: What do you want to communicate to your market? Messages should be clear, consistent and geared to the group you want to reach. They should also be compelling and resonate with your identified market.

MESSENGERS: Who will communicate your message? Choosing the right messenger means identifying who is influential with your market. The messenger heavily influences the market's ability to hear the message. Having multiple messengers is OK.

1. _____
2. _____
3. _____
4. _____

MEDIUM: The mode(s) of getting your messages across.

It is the bucket that holds the specific materials used to communicate a message. Because messages can be delivered in a variety of ways, choosing the right medium for delivering your message is critical.

<p>Print media</p> <ul style="list-style-type: none"> <input type="checkbox"/> Newspapers <input type="checkbox"/> Paid Ads <input type="checkbox"/> Magazines <input type="checkbox"/> Newsletters <input type="checkbox"/> Direct Mail <input type="checkbox"/> _____ <input type="checkbox"/> _____ 	<p>Online media</p> <ul style="list-style-type: none"> <input type="checkbox"/> Emails (standard, HTML, e-newsletter, e-alerts) <input type="checkbox"/> Post on county website(s) <input type="checkbox"/> Ask other sites to post information <input type="checkbox"/> Online calendars <input type="checkbox"/> Blog <input type="checkbox"/> Social Networks (Facebook, Twitter, You Tube) <input type="checkbox"/> _____ <input type="checkbox"/> _____ 	<p>In person</p> <ul style="list-style-type: none"> <input type="checkbox"/> Cross Market at other meetings/programs <input type="checkbox"/> Word of Mouth (one on one) <input type="checkbox"/> Community Events/Festivals <input type="checkbox"/> _____ <input type="checkbox"/> _____
<p>Radio</p> <ul style="list-style-type: none"> <input type="checkbox"/> Public Service Announcements (PSAs) <input type="checkbox"/> Paid advertising <input type="checkbox"/> Interviews <input type="checkbox"/> Regular ISU Extension segment <input type="checkbox"/> News spots <input type="checkbox"/> _____ <input type="checkbox"/> _____ 	<p>Television</p> <ul style="list-style-type: none"> <input type="checkbox"/> Interviews <input type="checkbox"/> News spots <input type="checkbox"/> Paid advertising <input type="checkbox"/> Public Service Announcements (PSAs) <input type="checkbox"/> _____ <input type="checkbox"/> _____ 	

MATERIALS: The tools that reinforce your messages.

They exist in all mediums and vary in appeal, reach and cost. Depending on which medium you choose to deliver your message, there are a variety of materials from which to choose.

<p>Print Materials</p> <ul style="list-style-type: none"><input type="checkbox"/> Brochure<input type="checkbox"/> Annual Report<input type="checkbox"/> Flyers and/or posters<input type="checkbox"/> One-pagers<input type="checkbox"/> Postcards<input type="checkbox"/> 1/3 sheet slips or bookmarks<input type="checkbox"/> Event materials (invitations, table tents, thank you notes, etc.)<input type="checkbox"/> Newspaper/magazine ad copy<input type="checkbox"/> News release	<p>Online Materials</p> <ul style="list-style-type: none"><input type="checkbox"/> Copy for webpage link to information<input type="checkbox"/> Copy for Email message(s)<input type="checkbox"/> Ad copy
<p>Audio and Video Materials</p> <ul style="list-style-type: none"><input type="checkbox"/> PPT cross-marketing slide<input type="checkbox"/> PSA copy<input type="checkbox"/> Ad copy	<p>Other</p> <ul style="list-style-type: none"><input type="checkbox"/> Display exhibit