Q4 Marketing Strategy Worksheet

Business Objectives

What are you business objectives for Q4 (Revenue goals, end of year budget, etc.)?

Competitive Analysis

Who are your major competitors? Any new or different competitors during Q4?

What type of Q4 marketing strategies are they implementing?

BOLT GOODLY
Tell Stories That Matter

Marketing Strategy

What current campaigns are you running? Will you continue these into Q4?

What new campaigns will you be implementing (List out all campaigns, then work into sheets at end of packet)?

What campaigns did you run in Q4 2016?

What worked? What didn't? What would you do differently?

Q4 Marketing Strategy Worksheet

Events

What events are you throwing during Q4?

What events are you attending during Q4?

What campaigns do you need to consider for these events?

Additional Q4 Marketing Considerations

Q4 Marketing Strategy Worksheet

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Campaign Idea 1
Name of campaign:
Campaign objective:
When will it be launched:
Social Media Ideas:
Email Ideas:
Ad Ideas:
Content Ideas:
Media Ideas:

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Tell Stories That Matter