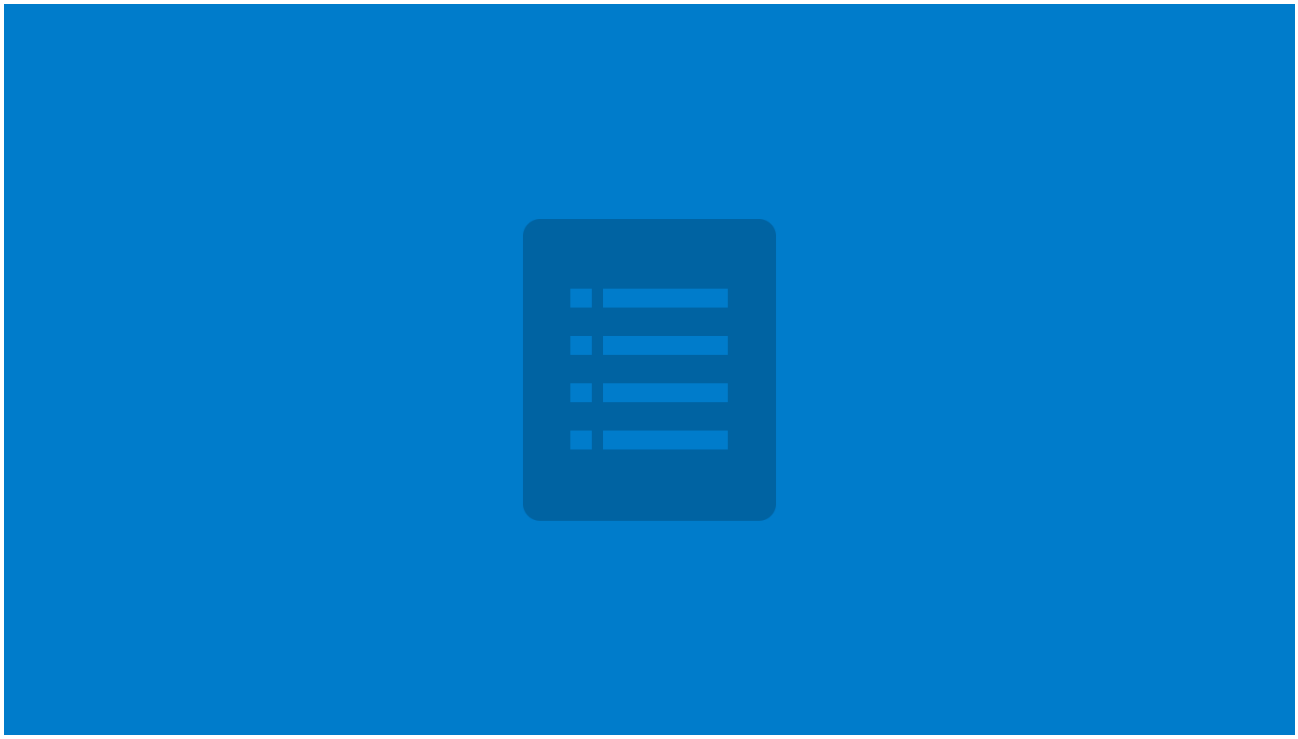
Marketing Plan Checklist

Developed by the Agricultural Development Center At The University of Tennessee



MONTH ONE

- [ ] Direct mailing to mailing Within Hometown City limits
- [ ] Media Day celebration
- [ ] Billboard rental
- [ ] Newspaper advertisement
- [ ] Product sampling
- [ ] Begin frequent buyer program

MONTH TWO

- [ ] Newspaper advertisement
- [ ] Continue frequent buyer program
- [ ] Billboard rental
- [ ] Direct mailing to specific orgs
- [ ] Product sampling
- [ ] Discount coupons

MONTH THREE

- [ ] Newspaper advertisement
- [ ] Billboard rental
- [ ] Sponsorship of community little league
- [ ] Continue frequent buyer program
- [ ] Product sampling
- [ ] Discount coupons

MONTH FOUR

- [ ] Newspaper advertisement
- [ ] Billboard rental
- [ ] Continue frequent buyer program
- [ ] Product sampling
- [ ] Discount coupons
- [ ] Host AARP meeting

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