Marketing Plan Checklist

Developed by the agricultural development center At the university of tennessee



MONTH ONE

- [ ] Media Day celebration
- [ ] Billboard rental
- [ ] Newspaper advertisement
- [ ] Measuring cups/spoons handed out
- [ ] Product sampling
- [ ] Begin frequent buyer club program

MONTH TWO

- [ ] Newspaper advertisement
- [ ] Continue frequent buyer club program
- [ ] Billboard rental
- [ ] Direct mailing to specific organizations
- [ ] Sponsorship of charity event
- [ ] Discount coupons

MONTH THREE

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

MONTH FOUR

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

MONTH FIVE

- [ ] Newspaper advertisement
- [ ] Billboard rental
- [ ] Continue frequent buyer club program

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