Marketing Plan Checklist

Developed by the agricultural development center At the university of tennessee



MONTH ONE

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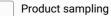
Media Day celebration
Billboard rental
Newspaper advertisement
Measuring cups/spoons handed out
Product sampling
Begin frequent buyer club program

MONTH TWO

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

MONTH THREE





Discount coupons

Host AARP meeting

MONTH FIVE

Newspaper advertisement

Billboard rental

Continue frequent buyer club program

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