

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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