



CAMPAIGN WORKSHEET

"Consistent acts create big accomplishments."

CAMPAIGN TOPIC _____

A campaign topic will be the theme throughout the campaign. It could be tied to your event or general farm information.

1. PRINT A FULL PAGE AD IN A REGIONAL MAGAZINE

Magazine: _____

Messages & Content: _____

Cost: _____

Due Date: _____

2. SEND A POSTCARD TO PROSPECT BUYERS & PAST BUYERS OF RECENT SALES

Mailing List: _____

Messages & Content: _____

Cost: _____

Due Date: _____

3. SEND AN E-BLAST SERIES TO PROSPECT & PAST BUYERS

Mailing List: _____

Messages & Content: _____

Cost: _____

Due Date: _____

Break up the content you have on the print ad and the direct mailer to allow for more touches with your email audience.

4. COMPLIMENT THE ABOVE EFFORTS WITH SOCIAL MEDIA POSTS

Mailing List: _____

Messages & Content: _____

Cost: _____

Due Date: _____

Utilize the same messages that you created for the e-blast for social media content.

Send this completed worksheet to jayde.midwestherdsman@gmail.com for a FREE review and comments to make your next marketing campaign a success!