

# *Marketing Campaign*

**Who** is your target market?

- 1.
- 2.
- 3.
- 4.
- 5.

**Where** will you find them in the greatest concentration?

**What** is it they want to buy and what is your offer?

**Why** do they want to buy and what are the benefits?

**How** will you communicate your offer to them?



GOAL ▶ PLAN ▶ ACHIEVE ▶

