BREAKOUT GROUP EXERCISE

Instructions for 4-Step Marketing Plan Exercise

Create a 4-Step Marketing Plan for one of these sample businesses:

- A farmers market vendor wants to double heirloom tomato sales in August.
- A food truck seeks to boost attendance at a Tuesday night location.
- A goat farm wants to sell 30 fresh cheese CSA shares this fall.
- A nonprofit farm seeks to recruit 25 volunteers for a harvest event.
- A bakery selling to a co-op wants to double muffin sales in October.

Your group has 20 minutes to complete this exercise.

Prepare to give a 2-minute summary of your plan to the full group.

Step 1. Goal: What is your specific, measurable, and timebound goal?

Step 2. Customer Segment: Who is the target customer most likely to want what you offer? How will you reach them to let them know about the offer? Can they all be reached the same way?

Step 3. Plan / Tactics: Which 1–3 tactics (or sequence of tactics) will you use to motivate this segment? What is the timeline? How much time and resources will it take? Who needs to do what? And by when?

Step 4. Measurement & Evaluation: How will you measure and evaluate whether your overall plan and individual tactics are successful?

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