

Marketing Message Planner

PROJECT NAME	Clear, descriptive name, including the campaign it supports:
TARGET AUDIENCE	Who are we trying to reach with the message? What are their specific attributes we need to consider?
MARKETING OBJECTIVE	What specific customer behavior should result (new sale, upsell, retention, etc.)? How will the intended objective be measured?
CURRENT & DESIRED MINDSET	<p>What problem, pain or need will the message speak to? What current thinking by the audience needs to change to achieve the objective?</p> <p>What do we want the audience to think or feel as a result of getting this message?</p>
PROMISE: WHAT SINGLE MESSAGE WILL CHANGE THE TARGET'S MIND?	What single, unique and compelling benefit must be understood and accepted in order to achieve the desired mindset and intended customer behavior?
PROOF: PRIMARY SUPPORT (RANKED BY IMPORTANCE)	What specific evidence/facts prove the message is true?
CALL-TO-ACTION	What specific action should the audience take? How will we encourage/direct them to take this action?
SUCCESS METRICS	What are the measurable objectives? How will we measure success?