



HOW TO MARKET YOUR ACTIVE COMMUNITIES INITIATIVE:

## MARKETING CHECKLIST

**AS YOU FORMULATE YOUR MARKETING PLAN, ALWAYS CHECK TO MAKE SURE YOU ARE ON TRACK. BELOW ARE QUESTIONS TO ASK YOURSELF AS YOU START, WHEN YOU GET TO THE END AND EVEN AS YOU MOVE FORWARD TO PUT YOUR PLAN INTO ACTION:**

- What is the message, what is the action?
- What is the benefit?
- Who is the target audience?
- What is the position relative to competition?
- What barriers exist to getting to your target audience?
- How will you communicate with your customer?
- How will you measure response?
- Do you have the resources to support the plan?