

Developing Pieces of the Marketing Puzzle Worksheets

CPA Info #139



**2007 Regional Agritourism Workshops
Marketing Tools and Techniques**

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**Developing Pieces of the Marketing Puzzle
SWOT Analysis Worksheet**

Enterprise Name: _____

Product Description(s):

Strengths of the Enterprise	Weaknesses of the Enterprise
Opportunities of the Market Situation	Threats of the Market Situation



Developing Pieces of the Marketing Puzzle Target Audience Worksheet

Enterprise Name: _____

Product: _____

Identify and describe your primary and secondary target audiences.

Who has

1. a need/want your product can fulfill
2. a willingness to purchase the product
3. financial ability to purchase the product?

Primary Target Audience Descriptions	Secondary Target Audience Descriptions



Developing Pieces of the Marketing Puzzle Customer Values Worksheet

Enterprise Name: _____

Product: _____

Primary Target Audience: _____

What do these customers value?
Customer Benefit – What do they want to gain from your product?
Cost – What are they willing to pay for products?
Convenience – How do they obtain products? How far are they willing to travel? When do they want this product?
Communication – How do they learn about products and make decisions?



Developing Pieces of the Marketing Puzzle Positioning Worksheet

Enterprise Name: _____

Product: _____

List your unique selling propositions. What makes your enterprise and product unique and attractive to potential customers in your target audience based on their customer values?

Develop a positioning statement (a statement that illustrates the image you want to convey to your target customers based on your unique selling propositions).



Developing Pieces of the Marketing Puzzle Promotional Material Development Worksheet

Enterprise Name: _____

Product: _____

Promotional Material Developing: _____

<p>1. Primary Purpose – What results do you want or expect from the promotional material you are developing?</p>
<p>2. Primary Benefit – What unique benefit can you offer customers (consider your unique selling propositions)?</p>
<p>3. Secondary Benefits – What other key benefits will customers receive from our product?</p>
<p>4. Target Audience – At whom (what target audience) are we aiming this promotional material?</p>
<p>5. Audience Reaction – What response do you want from our audience? What do you want them to do? (examples: visit a Web site, come to the operation, call for a reservation...)</p>
<p>6. Company Personality – What image do we want to convey in our promotional piece (consider your positioning statement)?</p>



Developing Pieces of the Marketing Puzzle Brochure Outline

Enterprise Name: _____

Product: _____

Primary Target Audience: _____

Create an outline of topics you need to include in your brochure.

- I. Days of Operation
- II. Hours of Operation
- III. Contact Information/Web site URL
- IV. Directions to the Operation
- V. Attractions/Products/Services
 - a. _____
 - b. _____
 - c. _____
 - d. _____
- VI. Amenities/Characteristics of Importance to Audience
- VII. Other _____