

Creative Community Connections[©] Strategic Marketing Action Plan

1. **WHO? Identify your target audience and prioritize.** Who are the people you really need to connect with? Who are those with significant influence in your community? Remember to prioritize by who's most important to your fair's marketing efforts - focus on one group at a time!

- Media: _____
- Education Groups: _____
- Group Tours: _____
- Community Partners: _____
- Corporate Prospects: _____
- Volunteers: _____
- Political Figures: _____
- Others: _____

2. **WHAT? Define target audience hot buttons.** What's important to them? Is there a topic, tradition, or issue that will immediately grab their attention? A hot button is something a person cares deeply about – their passion. Ask questions and closely observe to learn target audience hot buttons!

Target Audience

Hot Buttons

3. **WHY? Why does your “cause” matter?** How do your products appeal to your target audience’s hot buttons? Why should your target audience care about your fair or special event?

Hot Button

Sponsorships to Make the Connection

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

4. **HOW? Follow a sales proven process.** Go to www.mpk.info for additional information or e-mail Michele for a free article about the complete sales process.

- Build rapport.
- Identify needs or hot buttons.
- Offer a solution.
- Motivate into action!
- Overcome objections.
- Establish a commitment.

5. **WHERE? Identify strategic events and communication tools.** Don’t wait until the month of your event to communicate. Build bridges for your “cause” (why) by appealing to the hot buttons (what) of the target audience (who). Brainstorm tools to make the connection:

_____	_____
_____	_____
_____	_____
_____	_____

6. **WHEN? Make a commitment to a timeline and involve your team in the action plan!**