



TRACK Worksheets

The following worksheets are provided to students of the Marketing Public Programs course held regularly in Washington, DC.

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Visit www.marketingpublicprograms.org for additional info on course, videos of speakers from recent courses, and a searchable database of campaigns.

The 6 Ps

TARGET

RESONATE

ACTION

CONNECT

KEEP

WORKSHEET 1

The 6Ps

What are the 6Ps associated with your issue or message?

Product

Knowledge,
attitude, or
behavior

Product

Price

Cost of
involvement

Price

Place

Where to go to
change or hear
message

Place

Promotion

Communication
vehicle(s) or channels
to create demand

Promotion

Partnership

Who can help get the
message out

Partnership

Policy

How to work within
laws or change policy

Policy

| | |
|-------------|--|
| Product | |
| Price | |
| Place | |
| Promotion | |
| Partnership | |
| Policy | |

SWOT Analysis Grid

TARGET

RESONATE

ACTION

CONNECT

KEEP

WORKSHEET 2

SWOT ANALYSIS GRID

Think about the Strengths, Weaknesses, Opportunities, and Threats that impact your message and/or issue.

*Example Issue:
Teen Drug Use*

Strength

*Broad internal support
because of new policy*

Weakness

*New campaign, not a
lot of staff experience*

Opportunity

*Several groups
interested in
potentially
partnering*

Threat

*Teens already
bombarded with similar
messages*

Strengths

Weaknesses

Opportunities

Threats

WORKSHEET 3

AGENCY & PROGRAM OBJECTIVES

What are your agency's objectives related to your issue?

What are your program's objectives related to your issue?

**Agency
Objectives**

**Program
Objectives**

WORKSHEET 4

TARGET AUDIENCE DEMOGRAPHICS

Think about your target audience segments and describe their typical demographic profile.

Typical Consumer Variables:

Geography

Gender

Age

Marital status

Race

Occupation, income, education

Presence of children

Owner/renter, years at residence

Typical Business Variables:

Location

Size (employees, revenue)

Industry (SIC)

Years in operation

Job title

Time in position

Type

Franchise status

| Target Audiences | Demographics |
|------------------|--------------|
| | |
| | |
| | |
| | |

WORKSHEET 5

UNDERSTAND YOUR AUDIENCE

What are the current beliefs of your audience? What do they know? What do they need to know? What misperceptions exist?

Beliefs

What do they know?
How important is it to them?
How do they talk about it?

Current Beliefs and Knowledge

Misperceptions

How are they misinformed about your issue?

Current Misperceptions

Need to Know

What is the critical information to lead to the next step?

What They Need to Know

| Profile Item | Description |
|-------------------------------|-------------|
| Current Beliefs and Knowledge | |
| Current Misperceptions | |
| What They Need to Know | |

WORKSHEET 6

AN APPEAL THAT RESONATES

What kind of messages would appeal to your target audience?

Style

- Slice of Life
- Lifestyle
- Mood/Image
- Fantasy
- Musical
- Personality
- Technical/Scientific
- Endorsement

Tone

- Rational
- Humorous
- Critical/Judgmental
- Emotional/Moral

Positioning

- Fun, Easy
- Gross, Shocking
- Compassionate
- Generous
- Tragic
- Smart

| Component | Execution Details |
|-------------|-------------------|
| Style | |
| Tone | |
| Positioning | |

WORKSHEET 7

ACTION TO TAKE

Be as specific as possible about what action you would like your audience to take. How can you enable that action? How can you help break it into smaller steps? [Think about stages of change.]

Action Examples

Phone hotline

Visit Web site

Send an e-mail

Learn about issue

Register for class

Attend event

Order pamphlet

| Action | Enabling Action (Taking Smaller Steps) |
|--------|---|
| | |
| | |
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WORKSHEET 8

BARRIERS: COMPETING ACTIONS

Use the competitive analysis grid below to compare the benefits and costs of your desired action with that of competing actions.

Remember

Doing nothing is a competing behavior!

Include monetary and non-monetary costs.

| Desired Action | What Competes with that Action |
|---------------------|--------------------------------|
| | |
| Messenger(s): | Messenger(s): |
| Perceived Benefits: | Perceived Benefits: |
| Perceived Costs: | Perceived Costs: |

WORKSHEET 9

ADDITIONAL BARRIERS

In addition to competing behaviors and messages, what other barriers exist for your issue? How can these be overcome?

Example Barriers

Lack of information

Lack of efficacy

Lack of tools to respond

Inconvenient location

Inconvenient times

| Barriers | How to Overcome |
|----------|-----------------|
| | |
| | |
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WORKSHEET 10

PLANNING FOR EVALUATION

Answer the following questions to help determine how you will capture data to measure effectiveness.

Sources of evaluation data:

Web hits

Calls to hotline

Materials distributed

Pretest/
Post-test measures

| Item | Specifics |
|--|-----------|
| What can you use as baseline data? | |
| How can you evaluate how you are doing during your effort or campaign? | |
| What type of data can you collect at the end of your effort? How can you plan now? | |

Tactics and Methods

TARGET

RESONATE

ACTION

CONNECT

KEEP

WORKSHEET 12

CONNECT WITH YOUR AUDIENCE

Select the channel(s) you will use to physically reach your target audience, and provide details about the tactics and methods you will use to get the message out.

Advertising

- Magazines
- Television/Radio

Public Relations

- Newspapers
- Press Releases

Print

- Brochures
- Posters

Promotional Items

- Clothing
- Mascots

Signage/Displays

- Road Signs
- Exhibit Displays

Personal Selling

- Meetings
- Seminars

Popular Media

- Songs
- Comics

Web

- Web site
- Blog

| Channel | Tactics and Methods |
|---------|---------------------|
| | |
| | |
| | |

WORKSHEET 13

PREPARE FOR CONNECTIONS

Identify the steps needed to ensure that your agency is ready to respond when your audience makes connections.

Consider:

How to receive inquiries

Who will handle inquiries

Questions to ask responders

Who will provide required training

Additional funding required

Additional staffing required

Technological upgrades required

| Preparation Checklist | Specifics |
|-----------------------|-----------|
| Funding | |
| Staffing | |
| Training | |
| Technology | |

WORKSHEET 14

PARTNERSHIPS

Identify potential partners (or types of partners). Think about what they can bring you, and what you can bring them.

Potential Partners:

Other agencies

Non-profits

Health clinics

Foundations

Manufacturers

Vendors

Unions

Schools

Religious organizations

Community groups

Media

| Partner or Partner Type | What They Bring What You Bring |
|-------------------------|-----------------------------------|
| | |
| | |
| | |

WORKSHEET 15

KEEP MOMENTUM

Identify your plan for sustaining momentum, retaining your audience's attention, and sustaining desirable behaviors.

Sustaining Momentum:

Publicize results

Communicate behaviors

Written commitments

Retention Strategies:

Reminders/ recognition/awards

Ongoing communications

Sustaining Behavior:

Reminder gifts, labels and signs

Portable support products

| Technique | Specifics |
|------------------------------|-----------|
| <p>Maximizing Investment</p> | |
| <p>Retention Strategy</p> | |
| <p>Sustaining Behavior</p> | |

WORKSHEET 16

MEASUREMENT

Identify the measures you need to evaluate the success of your effort.

Change Indicators:

Campaign Responses

Changes in Behavior

Changes in Behavior Intent

Changes in Knowledge

Changes in Belief

Process Measures:

Changes in Policy

Reach (Exposure)

Media Coverage

Material Distribution

External Contributions

| Evaluation Information | Specifics |
|------------------------|-----------|
| Change Indicators | |
| Process Measures | |

Fast



T

R

A

C

K

P l a n n i n g a n d D e s i g n | T a c t i c s | F u t u r e

TARGET

What's your TARGET problem or message? Why does it matter to your Agency?

| |
|--|
| |
| |

Who are you TARGETING to receive your message?

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| |

RESONATE

What approach will make your message RESONATE with your audience?

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|--|
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| |

ACTION

What ACTION do you want people to take? What barriers prevent ACTION?

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| |

CONNECT

How will you CONNECT with your audience to get them your message?

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| |

KEEP

How will you KEEP momentum and evaluate and build on what you've done?

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