3 SIMPLE NEXT STEPS

Create a Plan
Write down your marketing & promotions plan. Develop separate, but integrated, plans for your program/district and each event or activity. Track your efforts and refine these plans for future use.

Work SMART
Set SMART objectives and goals so you can track and measure the effectiveness of your plan and adjust as needed. Smart goals are specific, measurable, achievable, relevant, and timebound.

Get Feedback
Seek feedback through various channels. Survey your event attendees, shoppers, and business owners to evaluate and improve your marketing efforts.

A FEW HANDY RESOURCES
Marketing Strategy Template
Market Your Main Street
Browse Promotion Courses