MARKETING COMMUNICATION PLANNER

1. Describe your ***target***: _____

2. Describe the ***need***: _____

3. Choose the ***vehicle*** and explain your choice: _____

4. Describe your strategy to ***capture attention***: _____

5. Describe your strategy to ***maintain attention***: _____

6. Describe the ***thoughts*** you intend to stimulate: _____

7. Describe the ***emotions*** you intend to stimulate: _____

8. Describe the ***action*** you intend to motivate: _____

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