

Marketing an offer activity workbook

The co-op offer

Activity one

This document is to plan for marketing the following offer:

It is a member / external / both member and external offer. *Delete irrelevant ones*

Activity two

Our goal is for this offer to

And this is how we will achieve it

Develop the message

Activity three

Our Story – Why are you doing this? What is your vision?

Activity four

The value

Our Story – by taking up this offer you will ...

1

2

3

4

5

6

Activity five

Important messages

Our important messages

1

2

3

4

Activity six

Deliver the message

Who

	Our target markets / audience
1	
2	
3	
4	
5	

Activity seven

Where

	Our target market	Where to find them	Which tools to use
1	<i>Local residents</i>	<i>Facebook</i> <i>Town hall</i>	<i>Video</i> <i>Poster</i>
2			
3			
4			
5			

Activity eight

How

	Our offer documents and application form will be accessible via the following options
1	
2	
3	
4	
5	
6	

Activity nine

The plan

What you are doing when

	Our activities will include the following
1	
2	
3	
4	
5	
6	

Activity ten

Our co-op offer 1 _____

Deadline for completion	Marketing goal / target	The activity	Who is responsible	Budget