ATTACHMENT 16
WORKSHEET FOR SOCIAL MARKETING PLAN

Name of applicant organization	
Name of contact person for this Social Marketing Plan	
Phone number of contact person	
Email of contact person	

1. What is the nature and scope of the issue you are trying to address? (Why this, why now?)	
2. Which factors do you want to address?	
3. What are the social marketing approaches you plan to implement? Have they been tried and tested in conditions similar to your own?	
4. What evidence supports your social marketing approaches? You are strongly encouraged to review existing literature and interview colleagues on their relevant experiences.	
5. How and when will you know if you implemented your strategy successfully (process evaluation)?	
6. How and when will you know if you had a measurable impact on the factors you wanted to influence (outcome evaluation–indicators and methodologies)?	

13. Based on your answers to the previous questions, which target audiences should you try to influence? You may have more than one target audience.

Specify what you want each of your target audiences to "do" in an "observable" way. This is the most important issue when analyzing target audiences.

Target audience	What you want them to "do"	What are the most important characteristics of the audience and context to be considered?	What are you going to do to make the behavior more attractive, less costly and/or easier? Known as "product, price, and place" strategies.	What are you going to say? (messages)	What communication channels do you plan to utilize?
1					
2					
3					
4					
5					

ACKNOWLEDGEMENT: Questions shown on this worksheet are used with permission from worksheets that are the intellectual property of François Lagarde, M.A., a Canadian social marketing and communications consultant to several organizations in the health, environment, development aid, philanthropy, and housing fields. He is also an Adjunct Professor in the Faculty of Medicine of the University of Montreal, where he teaches the social marketing course in the health services administration and public health graduate programs.

Lagarde, François (2004). Worksheets to introduce some basic concepts of social marketing practices. Social Marketing Quarterly, 10 (1), 36-41.
Lagarde, F. (2006). How to sum up your social marketing strategy. Social Marketing Quarterly, 12 (4), 65-69.