Create your own sample marketing plan for increasing circulation of your Youth Materials. Be specific in setting your goal and make sure it is attainable and measurable. Strategies should take the full marketing mix into consideration.

## <u>Goal:</u>

Dates:
Measurement:
Target Market(s):
Strategy:  Tactics:  ✓  ✓
Strategy:  Tactics:  ✓  ✓
Strategy:  Tactics:  ✓