**MARKETING/PROMOTION OBJECTIVE WORKSHEET**

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| **Global Marketing Objective** |  | **Value**  **Relationships**  **Products**  **Services** |
| **Customer/Internal User/Supplier Name or Department** |  |  |
| **What are the customer’s needs** |  |  |
| **Marketing Plan Objective** |  |  |
| **Target Audience** |  | **Elected Officials  Taxpayers**  **Internal Customers  Suppliers** |
| **Marketing or value message** |  |  |
| **Marketing Goals** |  |  |
| **Marketing Medium(s)** |  |  |
| **Marketing Plan Timetable** |  |  |
| **Marketing Plan Measurement and Evaluation** |  |  |

**The Marketing/Promotion Objective Worksheet can be downloaded from the NIGP Resources Library or from** [**www.procurepath.net**](http://www.procurepath.net)