## STRATEGIC MARKETING WORKSHEET

| What?  Is the problem we are trying to solve?                   |  |
|---|--|
| Who? Are we trying to connect with and why?                     |  |
| How? Do we connect with the audience? Do we convey our message? |  |
| Where? Are your consumers? Would your message work best?        |  |
| When?  Are they listening/viewing? Are they buying?             |  |