

Marketing Plan Charts

Take your most recent advertising/marketing promotion and ask yourself the applicable questions below:

Call To Action	
Select One	Elements of Your Advertising / Marketing Promotion
	No call to action.
	It is ordinary and unexciting. Horse owners aren't going to be excited to respond.
	Offer is unclear and confusing. Confused clients don't take action.
	Offer doesn't clearly tell the client what to do next.
	Complete lack of urgency and deadline.
	Insufficient reward, incentive or bonus for the horse owner to act quickly.
	Insufficient loss, penalty, or fear of loss for the client if she doesn't act quickly.
	Great call to action. It is clear, concise, and speaks to both reward and loss to the horse owner and has urgency so she wants to take action now.