

Social Marketing Worksheet

<p>Goal: What are we trying to achieve?</p>	<p>Target Group: Who are we trying to reach?</p>
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Marketing Mix: What do we have to offer? How will we reach them?

Product	Promotion
Price	Place
Publics	Participation
Policies	

Evaluation:

<p>Exchange balance: Is it positive?</p>	<p>Success indicators: How will we know?</p>
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