Audience Acquisition Planning Worksheet

Choose one audience and one goal. Use this page to plan a marketing campaign.

Project: _____

1. WHO are we trying to reach?

Priority audience: _____

What shared interests, motivations, or behaviors connect them?

_____

What do we know about their interests or barriers?

_____

2. WHAT do we want them to do?

Goal: We want _____ people to _____ by _____.

Why will this matter to them, and what is their next step?

_____

3. HOW will we reach them?

Choose 2–3 tactics. Where does this audience look for information or connection?

Consider search, social media, email, paid ads, partnerships, referrals, or earned media.

_____

Resources: What time, people, budget, skills, tools, content, or relationships can we use?

_____

What support or capacity is missing? How will we keep the plan manageable?

_____

4. HOW WELL is it working?

Main KPI tied to our goal: _____ **Starting point + target:** _____

1–2 supporting measures (e.g., visits, sign-ups, conversion rate, cost per result):

_____

Data source / tracking tool: _____ Who checks it, and how often? _____

5. WHAT NEXT?

First action + owner + due date: _____

Review date + what we will test or refine: _____