

# Marketing Piece: YEAR \_\_\_\_\_

## Marketing Piece Instructions

Complete one form for each Marketing Piece you include in your Marketing Schedule.

As you get ideas -- great headlines, offers, magnet or gifts and gadgets,  
write them down on a separate form even if you don't know when you will use them.

**A GREAT IDEA IS A GREAT IDEA! Hold on to them.**

*They may be additions for your promotions next year. Plan ahead!*

Marketing Piece Title \_\_\_\_\_

Marketing Piece ID \_\_\_\_\_

Catchy Headline \_\_\_\_\_

Offer/Message \_\_\_\_\_

Call to Action \_\_\_\_\_

Date to Customers \_\_\_\_\_

Order Deadline \_\_\_\_\_

Materials Deadline \_\_\_\_\_

Vendor \_\_\_\_\_

Vendor Contact \_\_\_\_\_

Vendor Phone \_\_\_\_\_

Delivery Vendor \_\_\_\_\_

Delivery Vendor Contact \_\_\_\_\_

Delivery Vendor Phone \_\_\_\_\_

Database(s) \_\_\_\_\_

### **Marketing Piece Results:**

# of Calls Received \_\_\_\_\_

# of Customers

Converted \_\_\_\_\_

# of Pieces Sent \_\_\_\_\_

Piece Cost \_\_\_\_\_

Delivery Cost \_\_\_\_\_

Total Cost \_\_\_\_\_