

Social Enterprise Marketing Toolkit Worksheets

Beta V1

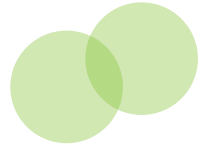




Worksheets

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Target Market Worksheet



Who are you trying to reach?

What is it about them that will make them want to buy your products or services?

Where are they located?

What relevant attitudes or beliefs might they have that could impact their decision to buy from you?

What do your customer want that your competitors aren't delivering?

It's important not to confuse the needs of your social enterprise with the needs of your not-for-profit's mission. Please only think about the products or services delivered by your social enterprise.

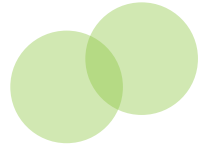
Who is it that really buys from you?

Who is your primary audience, and who might influence that audience? List as many audiences as you can, and list the factors that drive their choices. What do they believe about your products or services, and what do they believe about your organizations?

If you were to close tomorrow, who would miss you? Why?

Often by rephrasing the reasons you will be missed you can discover vital benefits that are associated with your social enterprise. In marketing, we call these our "Unique Selling Propositions, or USPs"

FAB Worksheet



Feature

List the tangible, identifiable factors or ingredients of your product or service

Advantage

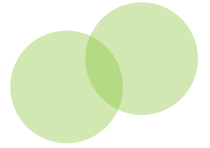
Identify the specific contributions those features make to your product or service

Benefit

What is the real reason that this feature or advantage will motivate your customer?

Remember, people will connect with relevant benefits. Use these benefit statements as the foundation of your marketing efforts.

Value Spectrum Worksheet



Fair Value

What product or company is considered fair value?

Less for Less



What products or companies are considered Less for Less? Identify the key reasons below.

Same for Less



What products or companies are considered Same for Less? Identify the key reasons below.

More for Same



What products or companies are considered More for Same? Identify the key reasons below.

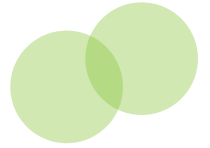
More for More



What products or companies are considered More for More? Identify the key reasons below.

? Is there a value space that is underserved in your market? Do you see an opportunity to become a market leader with your social enterprise?

Message Matrix Worksheet



	Inform "What is it?"	Inspire "Is this for me?" "How do you compare?"	Engage "What do I do next?"
Customers			
Staff			
Media & Community			

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