



**Marketing campaign name:** \_\_\_\_\_

**Goal** (*Increase card sign ups, get more adults to programs, etc. Be SMART: Specific (S), Measureable (M), Attainable (A) Relevant (R), and Timely (T)*)

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**How will you measure success?** (*100 more card signups than last September, 50 attendees, etc*)

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**Target audience(s)**

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**Where does each target audience get its information? In other words, what marketing tactics/methods should you use?**

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**What motivates your audience to act//what is the incentive for them to come to your library? (They want more STEM programming for their kids, they want to make new friends in the community, they want to win a Kindle, etc)**

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**What is the timeframe for this campaign?**

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**What are the costs?**

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**Who else needs to be involved?**

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