

10 Strategic Questions

There are ten strategic questions that you can use to help work toward an initial marketing plan. These are:

1. What is the social problem I want to address?
2. What actions do I believe will best address that problem?
3. Who is being asked to take that action? (audience)
4. What does the audience want in exchange for adopting this new behavior?
5. Why will the audience believe that anything we offer is real and true?
6. What is the competition offering? Are we offering something the audience wants more?
7. What is the best time and place to reach members of our audience so that they are the most disposed to receiving the intervention?
8. How often, and from whom, does the intervention need to be received if it is to work?
9. How can I integrate a variety of interventions to act, over time, in a coordinated manner, to influence the behavior?
10. Do I have the resources to carry out this strategy alone; and if not, where can I find useful partners?

Ten Strategic Questions is reprinted from *Social Marketing Lite*, Academy for Educational Development, 2000, available online at www.aed.org