



# MARKETING WORKSHEET

## STEP 1

### LIST ALL YOUR MARKETING PLATFORMS

(Examples are your website, Facebook Page, print materials, etc.)

***Don't leave anything out! You will reduce this list in the next step.***


## STEP 2

### FIND YOUR BEST MARKETING PLATFORMS

Cross out any platforms where it doesn't make sense to market this contest. *Example: your business is giving away something your customers would use, but you are not connected with any customers on LinkedIn.* Also, cross out any platforms that will take too long to set up before the contest starts such as print advertising.

Star the marketing platforms in your list that have the biggest audiences and/or the platforms you get the most engagement on. *Example: website = visitors and Facebook Page = Likes.* These will be the platforms you spend most of your marketing efforts and money on.