

A new way to visualize Relationship Marketing strategies.

Directions

Using The Relationship Marketing Wheel is easy! Follow the step by step process on this worksheet and be sure to refer to the example worksheet for reference. If you have questions, don't hesitate to reach out!

Step 1: Determine Objectives

Start by identifying the goal or goals, who you're talking to and how you want the relationship to change over time.

GOAL(S): _____

 AUDIENCE: _____

CURRENT RELATIONSHIP: _____

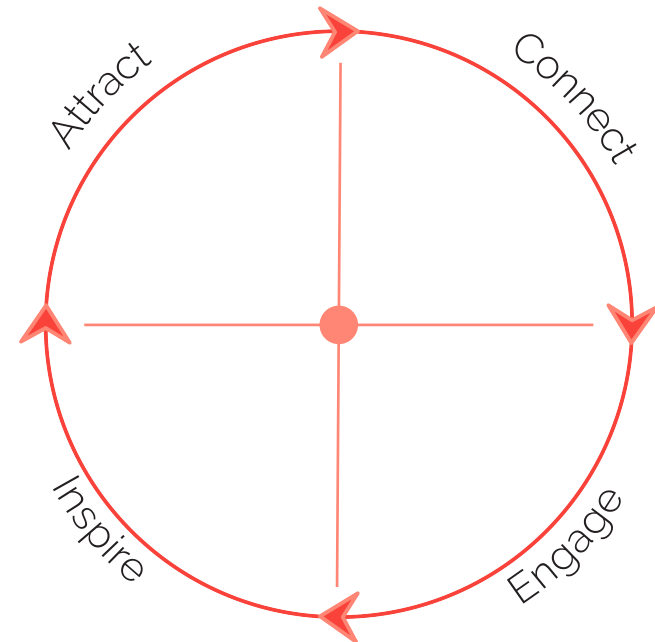
 DESIRED RELATIONSHIP: _____

Step 2: Apply The Wheel

Use this space to ask the question of HOW you'll move a person through each section of The Wheel.

Example:
 How will you ATTRACT people to be interested in attending our launch party?

Then, put the answers inside each section of The Wheel!





Worksheet: Applying The Relationship Marketing Wheel

Step 3: Build Execution Plan

The final step is identifying the important ways you'll bring your marketing plan to life. Use this section to map out each component. There is also space at the bottom for any notes or next steps toward realizing your holistic marketing plan!

	<i>TOOLS</i>	<i>TIMING</i>	<i>MESSAGING</i>	<i>DESIGN</i>
Attract				
Connect				
Engage				
Inspire				

Notes
