

GOST MODEL WORKSHEET

GOALS, OBJECTIVES, STRATEGY, TACTICS

As you develop your marketing plan, consider using the GOST model to help you define the strategies and tactics that will support your business objectives and ultimate goal.

GOAL:

HIGH LEVEL OUTCOME YOU ARE LOOKING TO ACHIEVE

Ex. To become the must-have magazine resource for model airplane enthusiasts.

OBJECTIVE(S):

MEASUREMENTS THAT MUST BE ACHIEVED, TO SUPPORT YOUR DEFINED GOAL.

Try starting each with a verb, and include the appropriate numbers to make it measurable.

1. **Ex.** Increase total number of new trial subscribers by 100%.
2. **Ex.** Convert 45% of trial members into paid subscribers.
3. **Ex.** Increase total subscribers by 25% in 2018.
4. **Ex.** Gross \$25,000 in new subscription sales YoY.

STRATEGY:

APPROACH THAT WILL HELP YOU OBTAIN YOUR GOAL.

Ex. Focus selling efforts to new-to-hobby enthusiasts.

TACTICS:

TO-DO LIST OF ACTIONS THAT SUPPORT YOUR STRATEGY.

1. **Ex.** Develop social media campaign that promotes the magazine as a must-have resource for those getting into model airplane building.
2. **Ex.** Promote new subscriber reviews more prominently on web.
3. **Ex.** Negotiate cross-promotion relationship with Hobby Lobby stores.
4. **Ex.** Develop a keyword strategy and SEO plan.
5. **Ex.** Create video that depicts three generations of family members building model airplanes and talks about

BUDGET:

Ex. \$10,000

TIMELINE:

Ex. 25% of goal for each quarter will require a campaign drive each quarter (Q1, 2, 3, 4)

