



MARKETING PLAN TEMPLATE

INTRODUCTION

Define the purpose of plan and process for developing it.

THE MARKET

Define the market for your program or services. Include: product definition, who is the customer, the customer need, the competition (and their strengths and weaknesses), and the opportunities and threats.

BRAND DEFINITION

- Define the brand position the organization will pursue.
- What are the implications of pursuing this brand position?

MARKETING GOALS

Outline marketing goals in measurable terms. Goals may equate to increasing revenue, volume, advancing image, etc.

TARGET MARKET SEGMENTS

- Define priority audiences or market segments that will be targeted in the plan.
- Outline benefits/ value proposition for each audience or segment.

MARKETING AND COMMUNICATION MESSAGES

Outline key messages that will be incorporated into communication vehicles, such as print materials, presentations, mailings, and its website, to promote services and increase its name recognition. Vehicles should reinforce the brand through use of a tagline and consistent messages.

Identify tagline (if any) will be used.

MARKETING STRATEGIES

Outline the key marketing strategies that will be deployed including the rationale for each strategy.

- Social Media
- Direct Mail
- Direct Selling
- Community Outreach and Events
- Advertising
- Publications
- Conferences
- Tradeshow

MARKETING INFRASTRUCTURE

Define who is responsible for developing and executing plan and the process/procedures that will be used.

Describe staffing model and volunteers

Outline infrastructure needs: database, mailing lists, graphic design software, etc.

MARKETING STRATEGIES

Strategy/ Tactics	Timing	Measurement
<p><i>Strategy 1:</i></p> <p>Tactic:</p> <p>Tactic:</p> <p>Tactic:</p> <p><i>Strategy 2:</i></p> <p>Tactic:</p> <p>Tactic:</p> <p>Tactic:</p>		

ANNUAL MARKETING CALENDAR

STRATEGIES/ TACTICS	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec

ANNUAL BUDGET

Market research

Materials & exhibits

- brochures
- other print pieces
- trade show exhibit

Printing/copying/ mailings/lists

Social Media

Website

Database

Advertising

**Independent contractors /
Graphic design support**

Travel/ entertainment

Miscellaneous sales activities

APPENDICES

APPENDIX 1 Pertinent market research findings

APPENDIX 2 Identity Standards

Logo use, colors, fonts and placement

Tagline use

Samples: placement of logos and tagline