**Building Community Services**

**Organization Name**

**Marketing Plan Template**

**Organization Mission**

Mission Statement

**Target Audience**

Who are your consumers?

Who are you targeting through the marketing plan?

Clients, volunteers, stakeholders, etc.

**Target Audience Needs**

What are their wants, habits, needs, and preferences?

**Description of Problems & Opportunities**

* Internal environment of organization.
* External environment of organization.
* Current marketing strategies and materials.
* Strengths and weaknesses of current marketing plan.
* What would a SWOT analysis tell you?

**Funding for Marketing Plan**

Budgets, funding, potential resources available

* What resources organization will need to carry out marketing plan?
* Overall costs involved in plan.
* Are there staffing costs involved?

**Marketing Plan Objective**

* What is the overall marketing goal?
* What will you offer to your target audience?
* How you will let them know about it?
* Objectives and strategies should be measurable.

**Goals**

1.

2.

3.

**Goal 1:**

Objective:

Timeline:

Measures:

Success Indicators:

**Marketing Approach**

1. Product/Programs/Services

* How do you want to be portrayed to and understood by your audience?
* What should you do about the issue we’re addressing?
* What does your audience need, and how does it fit with the mission?
* What alternative sources do they have to meet their needs?

2. Price

* How much will you charge and how will that influence program use and revenues?
* Can be time and energy, money/donations, fee for service, education, etc. from different stakeholders. Aim for low cost and high efficiency to engage audience.

3. Place

* Where do you locate our activities so you’re accessible and used?
* Can be a building, network, delivery partner, direct contact, events, online outlets, etc.

4. Promotion

* How will you let the audience know about you and your programs/services?
* Is your brand and message easily and quickly recognizable to your audience and your community?
* Can be endorsements, advertisements, brochures, displays, speeches, websites, newspaper articles, public service announcements, website, etc.

**Marketing Strategies**

1.

2.

3.

**Goal 2:**

Objective:

Timeline:

Measures:

Success Indicators:

**Marketing Approach**

1. Product
2. Price
3. Place
4. Promotion

**Marketing Strategies**

1.

2.

3.

**Goal 3:**

Objective:

Timeline:

Measures:

Success Indicators:

**Marketing Approach**

1. Product
2. Price
3. Place
4. Promotion

**Marketing Strategies**

1.

2.

3.

**Marketing Materials**

Needed marketing materials and technologies

* news releases, brochures, media pitches, newsletters, blogs, website, survey, videos, social media, etc.

**Implementation Methods**

Implementation methods.

**Budgets**

What resources will your organization need to carry out the plan?

What are all the costs involved in product development?

What are the staff costs tied to the plan?

**Roles and Responsibilities**

Who will do what, and in what amount of time?

**Methods of Evaluation**

How will you know you’ve met the target audience’s needs?

Can your staff design/implement the evaluation or will you need outside assistance?