

MARKETING PLAN

Marketing Chair:

Marketing Team Leaders:

- **Print Media:**
- **Community Outreach:**
- **Social Media Outreach** (this can include website or website can be managed by another leader):
- **Email Marketing:**

Goals and Objectives:

- 1.
- 2.
- 3.
- 4.

Target Audiences:

- 1.
- 2.
- 3.
- 4.

Situation Analysis:

Strengths:

Weaknesses:

Opportunities:

Threats:

Conveying Messages:

1. For the Life of Your Business – XXXX,Inc is here to help for 1 question or 1,000 – at any business stage.
- 2.
- 3.
- 4.

Basic Strategies:

1. Social Media:
2. Email Marketing
3. Print Media:
4. Community Outreach:

Tactics: PUBLIC RELATIONS/MEDIA

Lead Volunteer:

Activity	Lead Volunteer	Medium	Media Name	Media Contact	Frequency?	Measure Success?	Continue/ Discontinue?
(Sample) Public Service Announcement (PSA) placement	Charlie Brown	TV	KSWT	Sam Lewis	:30 ad run 4 times/month	Phone responses; Form 641 question 19	Continue for next FY
Public Relations - Newspaper							
PR – Radio							
PR - TV							
Ask XXXX,INC Column							
Ask XXXX,INC Segment							

Details:

Tactics: ONLINE MARKETING/WEB OUTREACH

Lead Volunteer:

Webmaster:

Entity	Lead Volunteer	Budget	Frequency	How to Generate Traffic to XXXX,INC	Measure Success?	Continue/ Discontinue?
(Sample) Website Content	John Jacobs	\$0	Monthly	Add new events to the workshops page	Number of Registrations	Continue for upcoming FY
Website Content						
Client Success Stories						
Blog						
Local Search Directories						
Search Engine Marketing						

Details:

Tactics: SOCIAL MEDIA OUTREACH

Lead Volunteer:

Entity	Lead Volunteer	Budget	Frequency	How to Generate Traffic to XXXX,INC	Measure Success?	Continue/ Discontinue?
(Sample) Facebook	John Jacobs	\$250	Monthly	Add new events to the Facebook page, post 2 times a week, run an ad campaign	Number of FB followers, engagement, Workshop clicks and registrations	Continue for upcoming FY
Facebook						
LinkedIn						
Twitter						
YouTube						

Details:

Tactics: EMAIL MARKETING

Lead Volunteer:

Entity	Lead Volunteer	Frequency	How to Get New Names	Measure Success?	Continue/ Discontinue?
(Sample) Women Entrepreneurs Newsletter	Emily Mortimer	Monthly	Ask Outreach Committee to collect names at events; Ask subscribers to forward	Number of new subscribers	Year 1 – benchmark year
Welcome Email					
Newsletter					
Workshop/Event Promotion Emails					
Tone of messages and Content					
Call to Actions					
Content of From					
Subject Line Title					
Campaign Themes					

Details:

Tactics: COMMUNITY OUTREACH

Lead Volunteer:

Entity	Lead Volunteer	Service Offering?	Contact	Service or Contact Frequency	Measure Success?	Continue/ Discontinue?
(Sample) Main St. Farmers Union	Brad Jones	Tailored Seminar – Marketing Agricultural Products	Sally Everett	Quarterly Workshop; Contact Monthly	Survey Responses; # of mentoring sessions (form 641 question 19)	Continue
Chamber A						
Chamber B						
Networking Club						
Library						
Speakers Bureau						
Alliance Partner A						

Details:

Tactics: ADVERTISING

Lead Volunteer:

Medium	Lead Volunteer	Budget	Media Name	Media Contact	Frequency & Reach?	Measure Success?	Continue/ Discontinue?
(Sample) TV	Charlie Brown	\$10,000	KSWT	Sam Lewis	:30 ad runs twice per week; approx. 10,000 viewers	Phone responses; Form 641 question 19	Continue; Reevaluate in 6 mos.
Newspaper							
Radio							
Television							
Outdoor							
Non-Traditional							

Details: