

MARKETING – AN INTRODUCTION



Make a plan

A marketing plan sets out **what you want to achieve** and **how you are going to achieve it**. It doesn't have to be too detailed. It does need to be realistic, actionable and understood by everyone, staff and volunteers, what is required of them.

Marketing Plan

Vision
Aspirational picture of the world in the future
Positioning Statement
How you are going to communicate that to help make your vision a reality
Marketing Objective
What are your goals

Marketing Activities

Activity 1	Activity 2
Description	Description
Goal	Goal
Success Measure	Success Measure
Activity 3	Activity 4
Description	Description
Goal	Goal
Success Measure	Success Measure

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Marketing Channels

Channel 1	Channel 2	Channel 3
Purpose	Purpose	Purpose
Success Measure	Success Measure	Success Measure
Channel 4	Channel 5	Channel 6
Purpose	Purpose	Purpose
Success Measure	Success Measure	Success Measure

Timeline

Q1			Q2			Q3			Q4		
Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec



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Budget

MARKETING EXPENSE

Marketing Software

Design (branding)

Photograph

Video Content

Copywriting

Website Design

Event (Hosting)

Event (Attending)

Pay Per Click – Google Ads

Facebook Ads

Print Media

Merchandise

Sponsorship

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Total Expenditure

Estimated Price
