# **Marketing Plan**



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Our Community's Unique Selling Points:

#### 2. Marketing Goals

<b>Our</b>	Key	Goals:
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1.

2.

3.

#### 3. Target Customer

Primary audience (s):

Geographical location:

Needs:

**Key concerns:** 

# 4. Market Analysis & Competitive Positioning

Strengths/Opportunities:		
Threats/Weaknesses:		
Competitors:		

#### 5. Lead Generation Plan

Lead Source	Strategy	Expected Leads

# 6. Key Initiatives & Campaigns

Initiative			
Title:			
Goal:			
Key activities:			
Metrics to track:			
7. Community Out	treach		
Potential Partners:			
PR Opportunities:			
8. Budget Plannin	ıg		
Marketing Activity	Budaet £	Marketing Activity	Budaet £

Marketing Activity	Budget £	Marketing Activity	Budget £

### 9. Measuring Success & Adjusting Strategy

# 10. Marketing Calendar

Marketing Activity	Month 1	Month 2	Month 3

