

Marketing Plan



1. Community Overview

Our Community's Unique Selling Points:

2. Marketing Goals

Our Key Goals:

1.

2.

3.

3. Target Customer

Primary audience (s):

Geographical location:

Needs:

Key concerns:

6. Key Initiatives & Campaigns

Initiative

Title:

Goal:

Key activities:

Metrics to track:

7. Community Outreach

Potential Partners:

PR Opportunities:

8. Budget Planning

Marketing Activity	Budget £	Marketing Activity	Budget £

9. Measuring Success & Adjusting Strategy

10. Marketing Calendar

Marketing Activity	Month 1	Month 2	Month 3