

Marketing Plan



A Step-by-Step Template to Complete

1. Community Overview

Define what makes your community special. Your mission, values, and unique features should shine through here.

Our Community's Unique Selling Points:

2. Marketing Goals

Set clear, measurable objectives (e.g. number of qualified leads per month, lead to visit conversion %) to track your progress.

Our Key Goals:

1.

2.

3.

3. Target Customer

Define your key audiences (e.g. families, potential residents) and their motivations.

Primary audience (s):

Geographical location:

Needs:

Key concerns:

4. Market Analysis & Competitive Positioning

Conduct a SWOT analysis to understand your position.

Strengths/Opportunities:

Threats/Weaknesses:

Competitors:

5. Lead Generation Plan

Outline the ways you plan to generate leads offline and online (e.g. direct mail, community outreach, events, social media, PPC, newspapers, radio, website).

6. Key Initiatives & Campaigns

Focus on specific marketing activities to drive results.

Initiative

Title:

Goal:

Key activities:

Metrics to track:

7. Community Outreach

List partnerships, sponsorships, and PR activities that can strengthen your presence.

Local Relationships and Partners:

8. Content Requirements

List content that you wish to create to engage your audience (e.g. videos, photos, blogs, useful guides).

9. Budget Planning

Allocate funds to high-impact activities.

Marketing Activity	Budget £	Marketing Activity	Budget £

Measuring Success & Adjusting Strategy

Regularly reviewing your plan helps refine your approach and keep your marketing on track.

Metrics to track:

- Website analytics: Track traffic, bounce rates, and enquiry form submissions.
- Social Media Metrics: Measure engagement, shares, and follower growth.
- Advertising Performance: Assess the return on investment for digital ads.
- Enquiry Levels & Conversions: Monitor whether marketing efforts are leading to meaningful conversations and move-ins.
- Resident & Family Feedback: Identify what influenced their decision to move in.

10. Marketing Calendar

Summarise the immediate actions needed to implement your strategy.

Marketing Activity	Month 1	Month 2	Month 3



Marketing can feel overwhelming, but you don't have to do it alone.

Light-Touch Workshop: A guided session to create a tailored strategy.

Done-for-You Service: Full-service marketing management.

Ready to take your marketing to the next level?

Get in touch with Commercial Acceleration today!

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