Marketing Plan [Year]

Date:

Plan Creator:

Marketing Team:

Program Name:

Street:

City:

Zip:

Phone:

Email:

The topics below correlate to the Marketing Checklist. They may be modified as needed or deleted if you choose not to include them in your overall marketing plan.

| Pricing Strategy | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Goal | REason | Action Steps | person responsible | timeline | Status | outcome |
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| Program Value Statement | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Goal | REason | Action Steps | person responsible | timeline | Status | outcome |
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| Community Image | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Goal | REason | Action Steps | person responsible | timeline | Status | outcome |
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| Strategic community partnerships | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Goal | REason | Action Steps | person responsible | timeline | Status | outcome |
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| Advertise your services / create marketing materials | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Goal | REason | Action Steps | person responsible | timeline | Status | outcome |
|  |  |  |  |  |  |  |

| Create Program Policies to encourage referrals | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Goal | REason | Action Steps | person responsible | timeline | Status | outcome |
|  |  |  |  |  |  |  |

| other / next steps | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Goal | REason | Action Steps | person responsible | timeline | Status | outcome |
|  |  |  |  |  |  |  |

| MEasuring over all marketing plan succes | | |
| --- | --- | --- |
| Goal | Status | outcome |
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| Marketing Budget | | | | | |
| --- | --- | --- | --- | --- | --- |
| Budget Item | ACtion Steps | Person Responsible | Timeline | Unit Price description | total cost |
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