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 |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

| Community Image |
| --- |
| Goal  | REason | Action Steps | person responsible | timeline | Status | outcome |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

| Strategic community partnerships |
| --- |
| Goal  | REason | Action Steps | person responsible | timeline | Status | outcome |
|  |  |  |  |  |  |  |

| 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 |
|  |  |  |
|  |  |  |
|  |  |  |

| Marketing Budget |
| --- |
| Budget Item | ACtion Steps | Person Responsible | Timeline | Unit Price description | total cost |
|  |  |  |  |  |  |
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