MARKETING PLAN

Fill out this form based on your current marketing and branding. Then use the form to identify areas for improvement. Following this, create a new plan for the following quarter/year/event/etc. that incorporates your new strategies.

Your organization: Who are you?

Your organization: What do you do?

Your organization: Why does it matter?


2. Who are your target audiences? Be specific other than just “students.” Do you have primary and secondary audiences?

3. Assess the market. What actions do you want your target market to take? What outside factors affect your operations? Who are your competitors?

4. Create a SWOT Analysis. (Strengths, Weaknesses, Opportunities, Threats)

5. List any current marketing strategies and initiatives

6. List any resources or advertising mediums you utilize

7. What is your annual marketing budget? Do you break it down based on events or programs?

8. What tactics do you have in place? Briefly share any processes, roles, or timelines you have in place.

9. Post-strategy Analysis. What evaluations do you have in place?