

# Marketing Plan Template

<b>Choose your narrative</b>	
	Introduce your initiative/announce partnership
	Share Your Plan (why, what, goals) – BIG PICTURE
	Share/Promote a part of your plan
	Re-cap a strategy
	Highlight a bright spot

<b>Who need to hear this story</b>	
	Leadership
	Public/Community
	Sector
	Specific Demographic
	Current Partner
	Potential Partner/Funder

<b>Narrow Your Target Audience (Name them)</b>	

<b>How will you build your story</b>	
	Quotes
	Photos
	Video
	Bright Spot/Highlight
	Personal Story

External Strategies		Media Strategies		Internal Strategies	
	Social Media Website/Blog Post Events, presentations, exhibits E-Newsletters Flyers, posters Distribution of swag		Press release, letter-to-the-editor Radio spots Digital/print advertisements Video/spot advertisements		New Employee Onboarding Employee Handbooks/Newsletters Visitors/Waiting Area Meeting/Training Spaces Common spaces

Who will help tell the story	
	Skills at the table:
	Partner Resources (engaged)
	Support Opportunities
	Connections/Networks
	Collaborations:
	Volunteers:

Collaboration/Challenges/Success