Marketing Plan
2013-2014

Budget: How much money do you have to spend to execute this marketing plan?

Marketing Objective:
The overall objective is to _____________________.

Target Market:
The primary market for ____________________ is _____________________.

Situational Analysis
Provide a snapshot of the program and give a brief description of current marketing efforts and/or why a marketing plan is in order.

Goals, Strategies and Tactics

A. Goal:
What is your #1 overarching goal? If possible, provide a measurable data point.

1. Strategy: General ways to reach the goal.
   a. Tactic: Specific
   b. Tactic: Specific
   c. Tactic: Specific

2. Strategy: General ways to reach the goal.
   a. Tactic: Specific
   b. Tactic: Specific
   c. Tactic: Specific

3. Strategy: General ways to reach the goal.
   a. Tactic: Specific
   b. Tactic: Specific
B. Goal:
What is your secondary goal?

1. **Strategy:** General ways to reach the goal.
   a. **Tactic:** Specific
   b. **Tactic:** Specific

2. **Strategy:** General ways to reach the goal.
   a. **Tactic:** Specific
   b. **Tactic:** Specific

C. Goal:
Do you have another goal in mind?

1. **Strategy:** General ways to reach the goal.
   a. **Tactic:** Specific
   b. **Tactic:** Specific
   c. **Tactic:** Specific

2. **Strategy:** General ways to reach the goal.
   a. **Tactic:** Specific
   b. **Tactic:** Specific