

# MARKETING PLAN

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TABLE OF CONTENTS

1. EXECUTIVE SUMMARY .....3

2. ORGANIZATIONAL SUMMARY .....4

    2.1 BACKGROUND.....4

    2.2 MISSION .....4

    2.3 VISION .....4

    2.4 SERVICES TO DATE .....5

    2.5 PEOPLE SERVED TO DATE .....5

    2.6 KEY PARTNERS TO DATE .....5

3. SITUATIONAL ANALYSIS .....6

    3.1 FUNDING CLIMATE.....6

    3.2 COMPARATIVE ANALYSIS.....6

        3.2.1 DIRECT COMPETITION .....6

        3.2.2 INDIRECT COMPETITION .....6

    3.3 CORE VALUES.....7

    3.4 CORE COMPETENCIES.....7

    3.5 SYSTEMS AND PROCESSES.....7

    3.6 PROFILE OF STAKEHOLDERS .....8

        3.6.1 DEMOGRAPHICS .....8

        3.6.2 PSYCHOGRAPHICS.....8

    3.7 SWOT ANALYSIS.....9

4. MARKETING GOALS .....10

    4.1 SHORT-TERM GOALS AND ACTION PLAN .....10

        4.1.1 FIND FUNDING SOURCES .....10

        4.1.2 FIND FACILITIES FOR OPERATION .....10

    4.2 LONG-TERM GOALS AND ACTION PLAN.....11

        4.2.1 STATEMENT ONE.....11

        4.2.2 STATEMENT TWO .....11

5. MARKETING STRATEGY .....12

    5.1 POSITIONING STATEMENT .....12

    5.2 COMMUNICATION OBJECTIVES .....12

    5.3 PROMOTION OBJECTIVES .....12

    5.4 MARKETING CHANNELS.....12

6. FINANCIAL SUMMARY .....13

    6.1 FINANCIAL REQUIREMENTS .....13

    6.2 ORGANIZATIONAL BUDGET.....13

    6.3 PROJECT BUDGET .....14

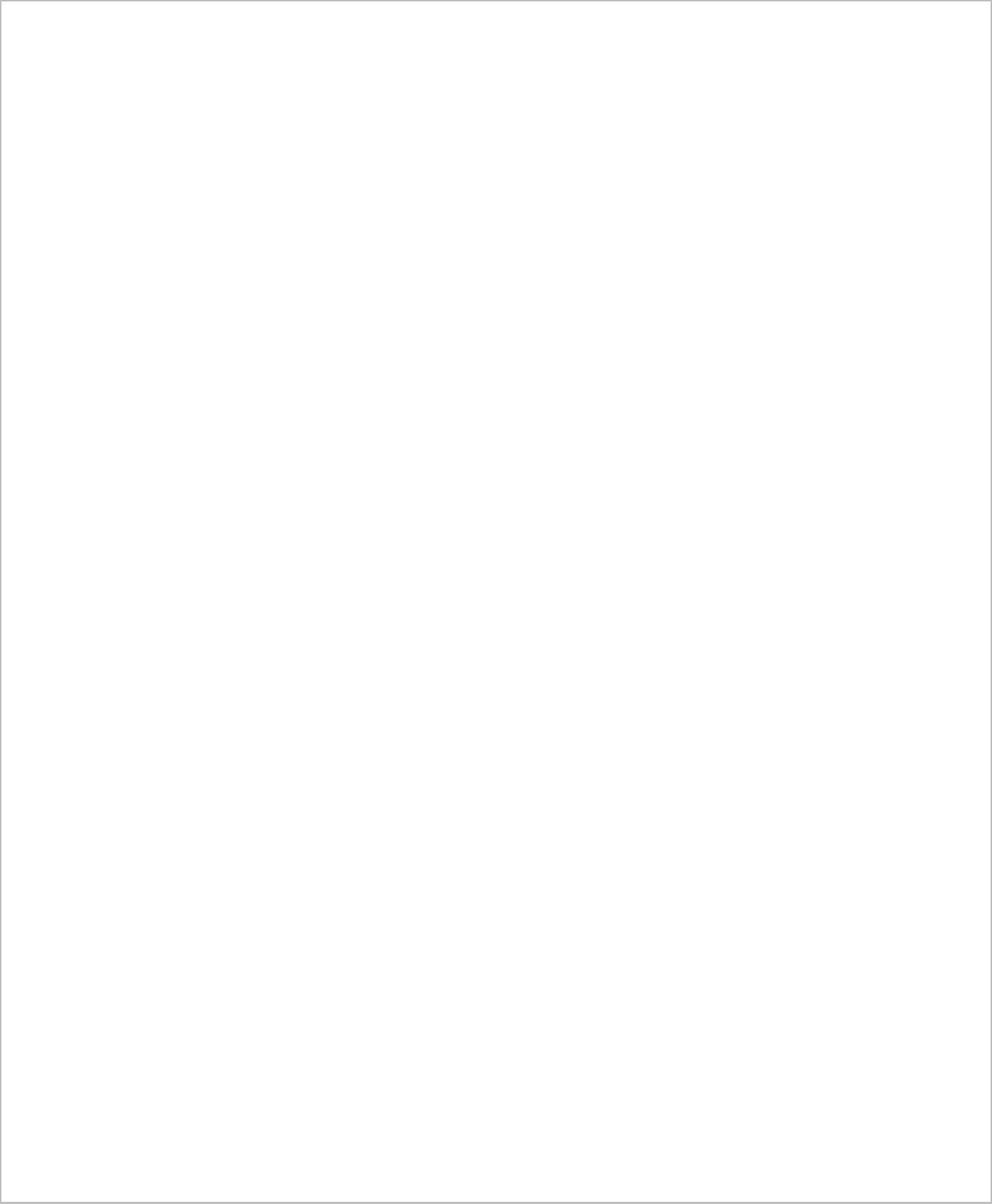
    6.4 EVENT BUDGET .....14

7. APPENDIX .....15

    7.1 RESEARCH RESULTS .....15

    7.2 PRODUCT SPECIFICATIONS AND IMAGES .....15

1. EXECUTIVE SUMMARY



2. ORGANIZATIONAL SUMMARY

2.1 BACKGROUND

2.2 MISSION

2.3 VISION

2.4 SERVICES TO DATE

2.5 PEOPLE SERVED TO DATE

2.6 KEY PARTNERS TO DATE

3. SITUATIONAL ANALYSIS

3.1 FUNDING CLIMATE

3.2 COMPARATIVE ANALYSIS

3.2.1 DIRECT COMPETITION

3.2.2 INDIRECT COMPETITION

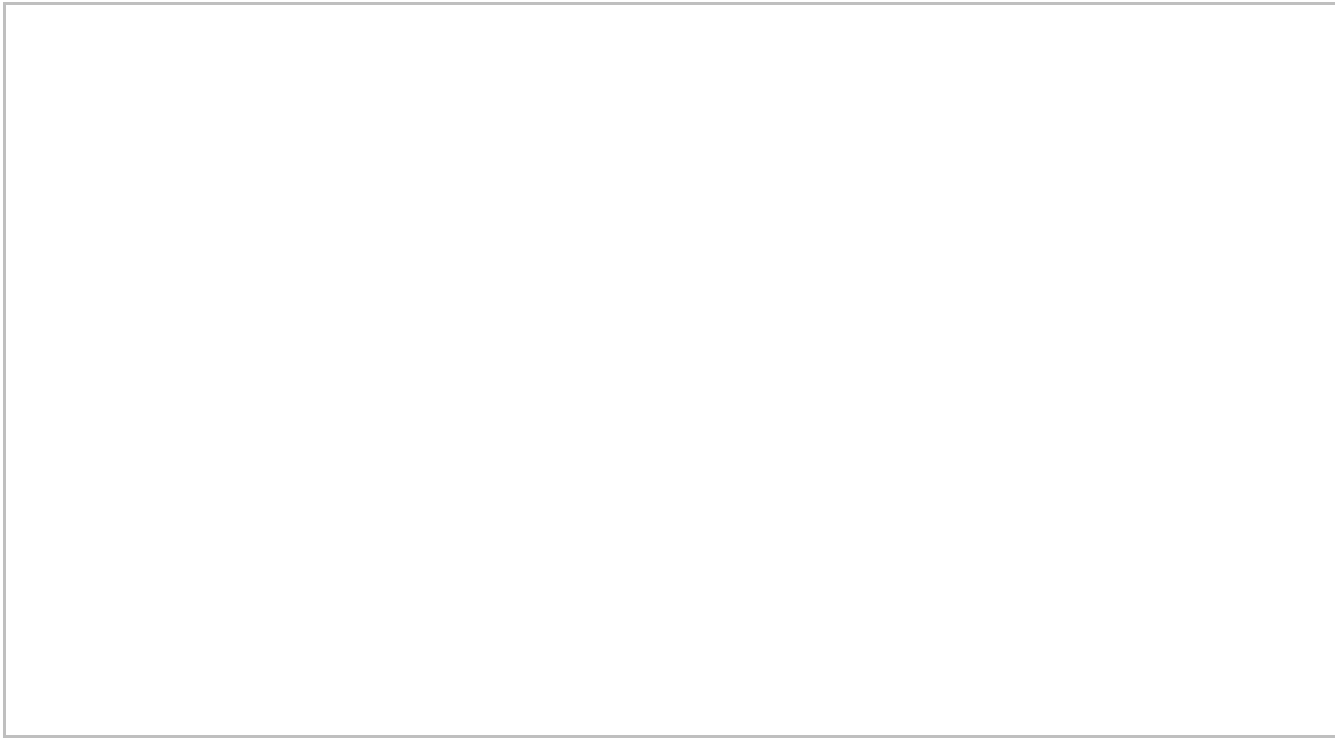
3.3 CORE VALUES

3.4 CORE COMPETENCIES

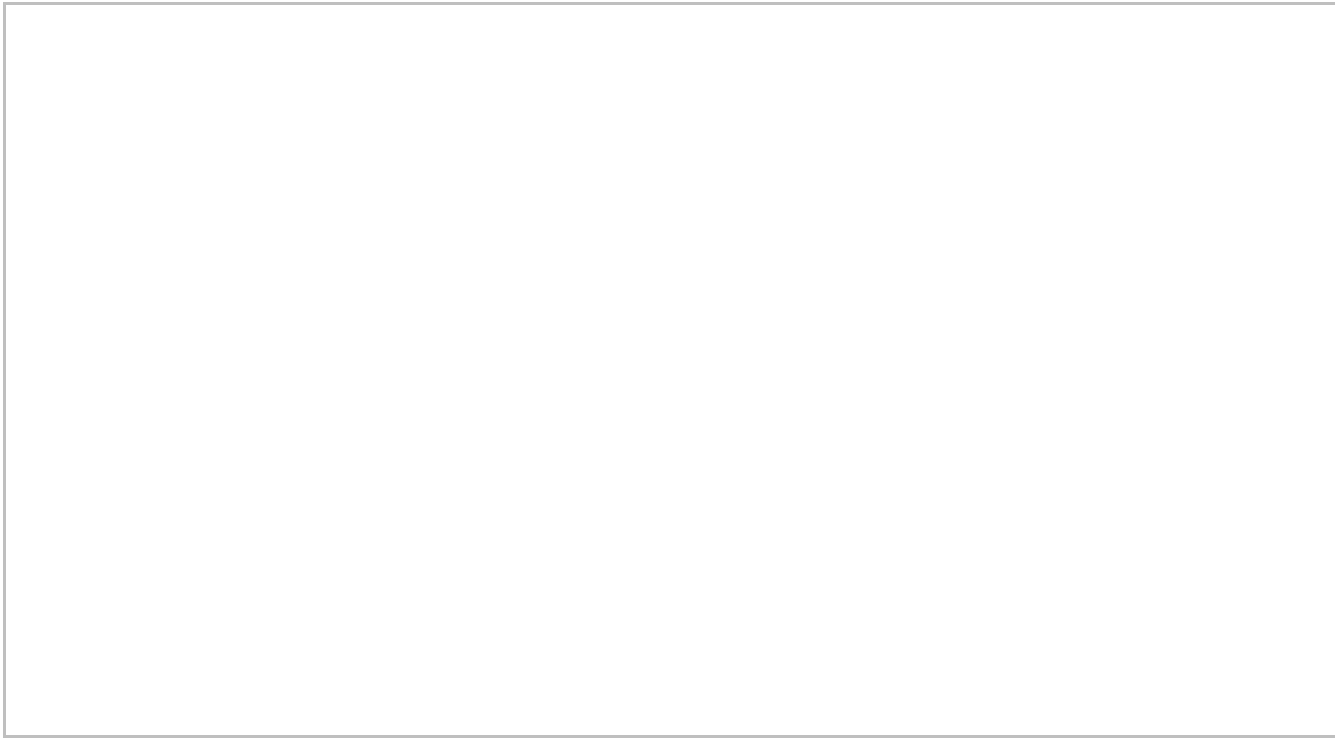
3.5 SYSTEMS AND PROCESSES

3.6 PROFILE OF STAKEHOLDERS

3.6.1 DEMOGRAPHICS



3.6.2 PSYCHOGRAPHICS





3.7 SWOT ANALYSIS

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)

4. MARKETING GOALS

4.1 SHORT-TERM GOALS AND ACTION PLAN

4.1.1 FIND FUNDING SOURCES

4.1.2 FIND FACILITIES FOR OPERATION

4.2 LONG-TERM GOALS AND ACTION PLAN

4.2.1 STATEMENT ONE

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4.2.2 STATEMENT TWO

[Empty box for Statement Two]

5. MARKETING STRATEGY

5.1 POSITIONING STATEMENT

5.2 COMMUNICATION OBJECTIVES

5.3 PROMOTION OBJECTIVES

5.4 MARKETING CHANNELS

6. FINANCIAL SUMMARY

6.1 FINANCIAL REQUIREMENTS



6.2 ORGANIZATIONAL BUDGET



6.3 PROJECT BUDGET



6.4 EVENT BUDGET



7. APPENDIX

7.1 RESEARCH RESULTS



7.2 PRODUCT SPECIFICATIONS AND IMAGES



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