*[DRAFT]* **Marketing Plan**

[Initiative Title & Date]

**Summary**

Complete this section last.

**Your Initiative**

**Name**

What is your initiative called?

**Location**

Where does/will it operate from?

**Date established**

When was the initiative started?

**Owner(s)**

Who are the owners or managers of this Project?

**Owner/s experience**

Create a brief summary of your (and other owner’s) experience in the area of ministry and any major achievements.

**Vision statement**

A Vision statement should describe WHERE you want your initiative to be in the future. It should communicate both the PURPOSE and VALUES of your initiative and answer the question, 'Why does it exist?'

**Mission statement**

A Mission statement should outline HOW you will get to where you want your initiative to be in the future (Your Vision). It should define the PURPOSE and PRIMARY OBJECTIVES of your initiative and answer the question, 'What do we do?'

**Values**

Outline the values that drive and underpin your initiative.

**Objectives**

What are your short and long term goals for your initiative?

**Products**

List the products, services and/or experiences you offer/will offer.

**Financial Analysis**

In this section provide a high level analysis of your current financial situation, specifically addressing costs, income/funding and ongoing financial sustainability.

**Target Market**

List your target market descriptors. Summarise the key statistics for your target market. This may include the key demographics such as age, gender, income level etc.

**Competitor Analysis**

Study key competitors or competing initiatives who are trying to solve the same problem. Research their offering. Analyse what marketing mix they use.

**Avatar/Persona/Customer Profile**

What’s the profile of an ideal customer/beneficiary/user for your initiative? In a paragraph or two, clearly define your ideal customer - their needs and motivations relating to your initiative. This process will help you to develop a mental image of your ideal customer.

**Research**

What qualitative and quantitative research methods will you use to validate your initiative or refine your approach?

**Market Strategy**

**Objectives**

Outline the key marketing objectives. Your objectives may be financial, with a goal on revenue, marketing focused to build awareness of your initiative, or online to build engagement with online users/customers and networks. An effective (and accountable) way to define your marketing objectives is to follow the ‘SMART’ acronym (Specific, Measurable, Achievable, Realistic and Timely).

**Market Segmentation**

Segment your target market into approachable groups.

|  |  |  |
| --- | --- | --- |
| Segment 1 | Segment 2 | Segment 3 |
|  |  |  |

**Targeting**

For each segment, create a list of activities for each part of the marketing funnel (Awareness, Consideration, Conversion, and Loyalty)

**Positioning**

Create statements for the following:

**Market Opportunity:** A market need not addressed by competitors.

**Unique Value Proposition:** Straight-to-the-point statement about the benefit to users/beneficiaries.

**Point of Difference:** How is your concept different from that of competitors?

**SWOT Analysis**

Do a SWAT analysis on your initiative.

|  |  |
| --- | --- |
| Strengths | Weaknesses |
|  |  |
| Opportunities | Threats |
|  |  |

**SWOT Activity Sheet**

|  |  |  |
| --- | --- | --- |
| SWOT weakness/ threat | Activity to address weakness/threat | Completion date |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Implementation**

**Pricing**

Create a cost/price statement outlining who will pay, how will they pay, and how much.

**Place**

Clearly outline where and when – in physical or digital space – the transaction or delivery will occur. It may be at a local book store during trading hours, at a specific date and time in a crowded stadium, or online on demand via a digital platform. What is your distribution channel? There may be multiple places and times of delivery.

**Product/Initiative**

Create a detailed description of your initiative. What does your MVP look like? List features, benefits, and potential spinoff products and services.

**Promotion**

**Tasks:** Create a promotion task list (e.g. branding, massaging, creative, establish channels, etc..).

**Tools:** List the promotion tool you will use to promote your initiative (Website, videos, online ads, content marketing, event presence, etc..).

**Promotion Schedule:** Create a content schedule of all your promotional activities.

**Marketing Budget**

Using your promotion tasks list, tools list and your promotion schedule, create a chart allocating appropriate budget to each item.

**Measuring & Feedback**

Describe the feedback mechanisms you will have in place upon launch, and how the information will be reported, analysed, and implemented.