

Marketing Plan Outline - Sample

- I. Introduction
 - A. Purpose of marketing plan
 - B. Marketing goal

- II. Situation Analysis
 - A. External trends and issues
 - B. Internal capacity, opportunities and obstacles
 - C. Stakeholder perceptions
 - D. Competitive analysis

- III. Market Analysis
 - A. Market segmentation
 - B. Target market criteria
 - C. Target market profiles

- IV. Outreach Strategies
 - A. Position, brand, image
 - B. Offerings - programs, products, services
 - C. The value proposition
 - D. Communication, message
 - 1. Visual identity and graphic standards
 - E. Public relations
 - F. Engagement and outreach
 - 1. Direct contact
 - 2. Advertising and media relations, campaigns
 - 3. Promotions and special events
 - 4. Strategic Partnerships

- V. Organizational Design and Capacity
- VI. Implementation Plan