

Marketing Plan Outline

Using the data from your [environmental scan](#) and [customer survey](#), you can put together your marketing plan to guide your marketing activities and to ensure that your employees understand your key marketing activities.

Your marketing is most effective if you keep it simple, so everyone can understand what your organization is going to do and what their role will be. You should include time frames and measures – costs, expected results, etc., so that all are working toward the same deadlines and goals.

Mission: What does your organization do?

Vision: What does your organization want to do or achieve?

Values: How does your organization want to treat your stakeholders?

Marketing Plan:

Product: (include time frames and measures (costs, etc.)

- Improvements to existing products/services
- New products/ services

Price: What do you want to charge for your products/services?
(include expected results – units sold, revenues, etc.)

Place: How to distribute your products/services?
(include costs, expected results, etc.)

Promotion: (include time frames and measures (costs, expected results, etc.)

- How does your organization want to promote itself?
 - Message/value proposition
 - Vehicles

You should also try to put together a one-page version of your marketing plan, including time frames and measures, that you can distribute to all of your employees. In this way, everyone can understand what their role is and can easily refer to the plan on an ongoing basis.