

Communication Team Marketing Plan Template

Project Name:

Completion Date:

Contributors:

Name:	Role:

I. Overview

A. Problem Statement:

B. Overall Desired Outcomes/Objectives:



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II. Research and Situational Analysis

A. SWOT

Strengths (Internal)	Weaknesses (Internal)
Opportunities (External)	Threats (External)

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B. Other Situational Analysis Comments:

C. Resources/Information Needed From Program Staff

III. Key Publics/Stakeholders/Audience Members:

	Audience	Demographic/Psychographic/Other Characteristics
1.		
2.		
3.		
4.		
5.		

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IV. Key Messages

	Audience	Message
1.		
2.		
3.		
4.		
5.		

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V. Goals, Objectives, Tactics/Deliverables

Goal 1:

Objective A:			
Tactics/ Deliverables:		Due Date	Team Member(s) Responsible:
Tactic 1:			
Tactic 2:	Budget:		
Tactic 3:			
Tactic 4:			

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Objective B:			
Tactics/ Deliverables:		Due Date	Team Member(s) Responsible:
Tactic 1:			
Tactic 2:			
Tactic 3:			
Goal 1 Measurements:			



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Goal 2:

Objective A:				
Tactics/ Deliverables:		Due Date	Team Member(s) Responsible:	
Tactic 1:				
Tactic 2:				
Tactic 3:				
Tactic 4:				

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Objective B:			
Tactics/ Deliverables:		Due Date	Team Member(s) Responsible:
Tactic 1:			
Tactic 2:			
Tactic 3:			
Goal 2 Measurements:			



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Goal 3:

Objective A:			
Tactics/ Deliverables:		Due Date	Team Member(s) Responsible:
Tactic 1:			
Tactic 2:			
Tactic 3:			
Tactic 4:			



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Objective B:			
Tactics/ Deliverables:		Due Date:	Team Member(s) Responsible:
Tactic 1:			
Tactic 2:			
Tactic 3:			
Goal 3 Measurements:			

