

# 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:**

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

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



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## Goal 2:

**Objective A:**

**Tactics/  
Deliverables:**

**Due  
Date**

**Team  
Member(s)  
Responsible:**

**Tactic 1:**

Budget:

**Tactic 2:**

Budget:

**Tactic 3:**

Budget:

**Tactic 4:**

Budget:

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





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## Goal 3:

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

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

