

# Marketing Plan for \_\_\_\_\_

Message	Segment	Channel	Resource and cost		Duration of activity	Outcomes	Action points
Your offer/proposition inc. benefit/quality/USP/ESP – your <b>key message</b>  Price points, guarantees, value addition etc.	Who you want to talk to:  Customers Customer KOL/KI Beneficiaries/users Beneficiary KOL/KI	What channel(s) will you use to communicate with this group?  Events, direct, media, online, network etc.? NB You may use several channels to access a market segment	What resources do you need?  People, data, design, copywriting, advertising, online development and hosting etc.?		How long you wish to spend on this activity?  Start and end date (either lapsed time or dates)	What you wish to achieve What response mechanism?  Metrics Number of leads Number of meetings Number of signed contracts or grants etc.?	Actions required to achieve this specific marketing activity.
			Beg				
			Borrow				
			Swap				
			Share				
			Lease				
			Buy				
			“Steal”				
			Beg				
			Borrow				
			Swap				
			Share				
			Lease				
			Buy				
			“Steal”				
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