

# MARKETING PLAN OUTLINE

## 3 Questions to Answer Before You Get Started

1. Who are you writing this for? Is this a guide for your communications team? A resource meant for your leadership team? Keep these groups in mind as you are writing.
2. How will you organize your content? Do you have a graphic designer to help you layout/design this information? Is this going to be printed or just available online?
3. Will you need an executive summary of the full marketing plan?

## Part 1: The Planning Basics/Foundation Info

### 1. Your Church's Mission

### 2. Community Demographics

### 3. Target audience(s)

### 4. What are you marketing? (Event, new ministry, services, etc.)

### 5. Overall focus/theme for this effort — basic breakdown of who you are communicating to and what the overall goal, emphasis and creative direction is

**6. Preview overall timeline/phases of your marketing effort**

## Part 2: Objectives/Outcomes/Tools for Tracking and Evaluating

**1. What will success look like?**

**2. Overall Objective**

*Specific and measurable goals for internal audiences*

*Specific and measurable goals for external audiences*

## Part 3: Key Messaging and/or Sample Content

## Part 4: Timeline Overview

Map out each phase of communication by month and or week depending on how long your marketing will run

## Part 5: The Details

Extensively breakdown each phase into multiple strategies/tactics. Each strategy/tactic should be spelled out and offer a:

*Breakdown of the tactic - What will you say? How will you say it? What communications tools will you use?*

*Timeline*

*Estimated budget*

*Primary contact/team supporting each tactic*