

Marketing Plan

This information was written as part of the bfunded marketing advice service for voluntary and community groups in Bradford District funded by NRF and CBMDC.

Marketing Plan

	Your information	Example/ notes
Organisation		
Date		Date written (inc year)
Time period covered by plan		e.g 12 weeks (summer playscheme), 6 months (training programme), 1 year (project), 5 years (to fit with business plan)
Plan written by		
What we do that no one else does, or does as well. (Unique selling point)		What makes you stand out? Is it the activities? E.g. only provision in the area. Is it the quality? E.g. high customer satisfaction? Is it the way services are developed or run? E.g. all training is delivered by local people
Why we do what we do and what we're aiming to achieve (mission statement, key		Top tip – why not display your mission statement in reception, at the front of your annual report, in the editors notes of press releases, at events, in

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	Your information	Example/ notes
messages)		the kitchen!
Aims of this marketing plan		E.g. to change perceptions of the group, to increase business, to enable the business to change, to project a professional, trust worthy image to funders/ partner orgs.
Who are you marketing to?		e.g. funders (specific grant makers, commissioners, the council, PCT, probation service, doctors), the public (national, regional, local), current service users, people not using services but that would like them.
How much time is available to spend on marketing. on average per week?		X no of hours – to help you prioritise and plan.

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Marketing Action Plan

Start date	Purpose – why we're doing the marketing	Marketing method	Cost	Who is responsible/ who is involved	What a good result would look like	End date
Example	Example	Example	Example	Example	Example	Example
1 st August 07	To improve the organisation's	Improve reception (physical space & staff training)	15hrs staff time & £250 cash for physical improvements	Manager. Head of reception, ACVS training, volunteers & nearby community centre whose staff also need reception training.	Improved feedback from users of the centre i.e. staff rated as more friendly than in the last survey (improvement of 20%)	1 st October 07 for training & improvements. Survey results 1 st December

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Review – How will we know if this plan worked?

		For example
Record where you are now – what is the current position of the organisation e.g. how many people visit the centre. take part in activities. volunteer & for how long. What is the perception of the organisation		We had 10 people at our first class in May (before this plan)
Try out your marketing ideas		We asked participants to take a leaflet and give it to a friend
Measure and record		We then had 15 people at our fourth class in July.
Find out what worked		We asked the new people how they found out about the class (informal, face to face)
Was it the planned marketing?		We found out that 3 people had come because a friend had recommended it – result: leaflets worked, carry on
Or was it something unplanned?		We also found out that 2 people had seen things were going on at the centre and dropped in – result: increase visibility e.g. more signs, welcome, come & join us
Add what you found out to your next marketing plan.		

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