

# Marketing Plan

## Title

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**Implementation Date:**

**Goal(s):**

**Main Objectives:**

1. To increase awareness of
2. To increase
3. To increase

**Key messages:**

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**Total Budget: \$**

**Primary Target Audience:**

**Secondary Target Audience:**

**Background:**

**Influencers:**

## Name of Activity/Event

Communication Vehicle/Channel	Accountable Person	Timeline	Target Audience	Communication Objective	Evaluation and Key Metrics
Media Advisory <i>An invitation to an event.</i>				To increase awareness of .... To promote .... Maximum of 2-3 objectives	# of media stories # of media at event
News Release <i>A news story.</i>					NR disseminated # of media requests # media stories
Posters					# signs # disseminated List of places
Letters					# letters sent Distribution list
Newsletters					# of stories # of newsletters & distribution (if possible)
Website					# of page views # of unique visitors Average time on page Entrances Bounce rate % exit
Twitter Posts					# of posts # likes # retweets # mentions
Facebook Posts					# of posts # likes

					# comments # shares
<b>Stories/testimonials to share</b> - Newspapers - Website - Social media					# people contacted # stories developed # stories shared on social media & website
<b>Other channels:</b> ● Kijiji ● Classified Ads ● Other websites ● Displays ● Presentations ● Attend Event					TBD
<b>Internal</b> ● Team meetings ● Notices					TBD

**Paid Ads:**

Communication Vehicle/Channel	Accountable Person	Timeline	Target Audience	Communication Objective	Evaluation and Key Metrics
Facebook Ads				To increase ...	# clicks to website # Likes # page likes # Post shares # reached # impressions
<b>Newspaper Ads</b> List name of newspaper then					Ad published Distribution # for each newspaper
<b>Radio Ads</b>					# of different ads

List name of radio station, then					# of ads per day
<b>TV Ads</b>					# of ads
<b>Newsletter ads</b>					# of newsletters and list # newsletters distributed
<b>Other channels:</b>					

### **Twitter Posts**

- Draft possible posts, in consultation with staff

### **Facebook Posts**

- Draft possible posts, in consultation with staff

### **Facebook Ads**

- Draft FB ads, with images, title and text

### **Google Ads**

- Draft possible Google Ads

### **Radio Script**

- Write radio scripts

### **Newspaper Ads**

- Draft ads

### **TV ads**

- Draft TV ads, in consultation with CTV ad rep