

Marketing / Communication Plan Outline

PURPOSE

GOALS

TARGET
MARKETS

EXTERNAL
FACTORS

UNIQUE
SELLING
PROPOSITION
/ CAMPAIGN
SLOGAN

STRATEGIES

The following are strategies to be used in this marketing/communication plan to accomplish the goals.

GOAL 1:
Strategies:
Budget:

GOAL 2:
Strategies:
Budget:

GOAL 3:
Strategies:
Budget:

GOAL 4:
Strategies:
Budget:

GOAL 5:
Strategies:
Budget:

RESEARCH

CALENDAR

TOTAL
BUDGET

EVALUATION

For More Information

Please contact me at 912-547-1617 or shannon@shannonganun.com if you have any questions or need further information. I look forward to working with you to promote your company and tell your story.



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