

## **Integrated Marketing Plan Template for Marketing Toolbox**

This plan defines the objectives, strategies and tactics for XXX. Within this plan, we outline informed assumptions about the attitudes, beliefs and perceptions of the key audiences and summarize initial research into the market, competition, risks and opportunities.

### **1.0 Executive Summary**

*A summary of your goals, plan for execution and potential outcomes for XXX.*

### **2.0 Marketing Objectives**

*Specific and measurable. These will be referenced throughout the rest of the plan.*

- 1.
- 2.

### **3.0 Situation Analysis**

*Discuss the initial research supporting your proposals and provide relevant context.*

Service Analysis

Market Analysis

Competitive Analysis

### **4.0 Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis**

*Discuss capabilities or features that confer advantages and disadvantages with respect to your goals.*

Strengths (internal)

Weaknesses (internal)

Opportunities (external)

Threats (external)

### **5.0 Target Audience(s)**

Key Messaging for Each Audience

Audience Insights

## **6.0 Strategies, Tactics and Evaluation**

*Specifics of how you will execute on XXX and how results will be measured.*

### 1. Strategy for Goal 1 –

#### 1.1 Objective 1

- Objective 1 tactics
- Measurement for Objective 1 tactics

#### 1.2 Objective 2

- Objective 2 tactics
- Measurement for Objective 2 tactics

### 2. Strategy for Goal 2 –

#### 2.1 Objective 1

- Objective 1 tactics
- Measurement for Objective 1 tactics

#### 2.2 Objective 2

- Objective 2 tactics
- Measurement for Objective 2 tactics

## **7.0 Process and Timeline**

## **8.0 Possible Collaborations**

## **9.0 Budget**

## **10.0 Conclusion**