

# 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