

MARKETING PLAN TEMPLATE

SECTION 1: EXECUTIVE SUMMARY

SECTION 2: CHAPTER ANALYSIS

Mission Statement

Goals

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Unique Selling Proposition (USP)

SWOT Analysis

Competitor Analysis

Macro-environment Analysis (PEST)

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SECTION 3: TARGET MEMBER ANALYSIS (BUYER PERSONAS)

Member personas - who are these members and why are they members?

Persona 1

Name: _____ Age: _____ Gender: _____

Industry: _____

Values: _____

Persona 2

Name: _____ Age: _____ Gender: _____

Industry: _____

Values: _____

SECTION 4: MARKETING STRATEGY

Membership

Marketing Materials

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Promotion

SECTION 5: FINANCIALS

Dues Revenue - Monthly/ Annual Projections

Non-dues Revenue - Sponsorships, Event Registrations, Chapter Swag Sales