

MARKETING PLAN

For [Organization Name]

Objective

[List your objective for composing this document]

[Author names]

[Date]

[Organization's name] Summary

[Organization's Name] Mission Statement

We are the heart of student life at Montana State University Billings (MSUB), connecting you with student organizations, events and community-based activities that enable you to achieve your academic, career and personal goals.

SWOT Analysis

We want to our organization to lean into what we do well, improve what doesn't work so well, capitalize on what we can do, and defend against what could challenge us. With that in mind, here is our SWOT analysis based on our present circumstances

Strengths	Weaknesses	Opportunities	Threats
What we're good at. What's working. What students like about us.	What we want to fix. What we want to strengthen. What we want to become more efficient at.	What students might soon want. What we think we'll be good at. What will be our difference-maker.	What we think could compete with our growth. What/who we think could take our students' attention.
<ul style="list-style-type: none">• [add bullet points here]	<ul style="list-style-type: none">• [add bullet points here]	<ul style="list-style-type: none">• [add bullet points here]	<ul style="list-style-type: none">• [add bullet points here]

Target Markets

[Target Market 1 Name]

[Describe who you are trying to reach in your communication/marketing efforts here. Be as specific as possible]

[Target Market 2 Name]

[Describe additional markets by copying and pasting these further, list in order of priority]

Budget

Over the course of the academic year, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Budget Allocation
Facebook Ads/Boosted Posts	
Instagram Ads/Boosted Posts	
Printing (Posters)	
Printing (Flyers)	
Printing (Misc: handouts, tabling materials, etc.)	
Video series (staff time)	
Yard signs	
Guerilla marketing	
Other/Contingency	
[Insert and adjust expenses as necessary, inputting estimates here]	
Total:	----

Marketing Channels

Over the course of the 2019-2020 academic year, we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

[Channel Name]

Purpose of channel: [Describe why you have this marketing channel and what purpose it serves to connect you with your target audiences. The examples listed below are common for many student organizations.]

Metrics to measure success: [How can your success be measured and evaluated?]

[Organization Name] Website

Purpose of channel: Hub of information for users; furthering deeper engagement; hosting site for other platforms/messages.

Metrics to measure success: Monthly website visits.

Facebook Pages

Purpose of channel: Hosting event information; space to engage with users/students; place to announce upcoming events; scheduling tool for students.

Metrics to measure success: Page likes, event “interested” and “going” numbers, and engagements/clicks on paid advertisements.

Instagram Profiles

Purpose of channel: Generate quick interest in an event; posting photos/generating excitement after events; funnel to more informative sites of information.

Metrics to measure success: Number of followers; event attendance responses; engagements/clicks on paid advertisements.

Television Screens

Purpose of channel: To display information about events in high-traffic areas; reduce use of other resources; creating a strong presence around an event.

Metrics to measure success: [No quantitative metrics available.]

Posters

Purpose of channel: To display information about events in high-traffic areas; creating a strong presence around an event.

Metrics to measure success: [No quantitative metrics available.]

Flyers

Purpose of channel: To display information about events in high-traffic areas; to give students a tangible reminder for events; creating a strong presence around an event.

Metrics to measure success: Number of flyers printed minus number of flyers collected?

Campus Leak

Purpose of channel: Catching a captive audience's attention; mass distribution of many events; informing students of a weekly agenda; sharing information about student orgs; informing faculty/staff and others who are less likely to be on a cell-phone.

Metrics to measure success: [No quantitative metrics available. Run a competition for a gauge in readership each semester?]

Semester Event Schedule Flyers

Purpose of channel: To provide students with advanced notice of events; to display information about events in high-traffic areas; to give students a tangible reminder for events; include events that could not be incorporated into the large event schedule.

Metrics to measure success: [No quantitative metrics available.]

Class Raps (Presentations)

Purpose of channel: Catching a captive audience's attention (no cell phone); engaging faculty in campus events/life; connecting events to students' academic and career goals.

Metrics to measure success: Conduct a quick poll at the end of each class rap (“how many people are interested in the event I just told you about?”)

Talk with Faculty Members

Purpose of channel: Build a network of supporters (“engagement allies/advocate”); develop a network for more personal connection with students;

Metrics to measure success: Number of faculty advocates/allies/supporters.

Tabling (Active)

Purpose of channel: To increase visibility of CFE/SAB; to provide information and other materials to students; to offer a forum to answer questions about the event; to catch students in high-traffic areas.

Metrics to measure success: Number of flyers handed out at each tabling?

Guerilla Marketing (running around campus)

Purpose of channel: To increase visibility of CFE/SAB; to provide information and other materials to students; to catch students in high-traffic areas; out-of-the ordinary marketing/promotion.

Metrics to measure success: Number of flyers handed out each time?

Email List

Purpose of channel: To provide direct communication with students; to provide an electronic reminder about events; to funnel students to website/Facebook/other pages; to provide detailed information about events.

Metrics to measure success: Open and click rates per event/message.

Classroom Whiteboards

Purpose of channel: To catch student attention in classes; to provide a short-term reminder about events; to inform faculty/staff about events.

Metrics to measure success: [No quantitative metrics available.]

Master Calendar

Purpose of channel: To provide long-term notice of event; to prevent conflicting scheduling with other events; to inform faculty/staff about events.

Metrics to measure success: Percentage of events posted on Master Calendar.

Event Marketing Checklist

For each event, the following form should be completed to ensure that all methods of communication and outreach have been conducted. (It is recommended that we use a program such as Excel to host this tracking system).

Method	Timeline	Performed (Yes or Why Not)	Number/Metric {Target}
Facebook Post (Original event; follow up post x2 with photo)	Original- two weeks prior; follow ups at one week and day of		
Instagram Post (Original event; follow up post x2 with photo)	Original- two weeks prior; follow ups at one week and day of		
Website (updated with next upcoming event on homepage).	Two weeks prior to the event		
Monitor Slides (posted)	Two weeks prior to the event		
Posters (printed and distributed)	Printed- three weeks prior; distributed- two weeks prior		
Flyers (printed and distributed)	Printed- three weeks prior; distributed- two weeks prior		

Master Calendar (posted)	As soon as the event space is reserved		
Campus Leak (space requested)	Requested two weeks prior; printed Week of event		
Email (sent in Jacket Journal and in student org news)	Submitted two weeks before event; sent- week of event		
Tabling (one-four sessions in various locations on campus)	(Multiple days) Week before event		
Semester Events Schedule Flyers	Printed-Semester of event		
Class Raps (one-ten sessions in various classes)	Week of event		
Faculty Allies (emailed/notified about event)	Two weeks prior to event; reminder sent week of event		
Guerilla Marketing (dress crazy and run around handing flyers out)	Costume found- three weeks prior; run around- week of event (multiple days)		
Classroom White Boards (writing event location/time/description)	Day before event		

Goals

Over the course of the academic year, the following goals should be achieved.

Method	Number/Metric {Target}
Facebook Page Likes	
Instagram Followers	
Website Page Views	

Master Calendar	100% of events posted
Email (Jacket Journal, Student Org News, Yellowjacket Reserves)	
Faculty Allies (emailed/notified about event)	