Sample Targeted Marketing Plan

Hometown Youth Center Sample

Create a Targeted Marketing Plan

If you are new to creating a marketing plan, or if prior efforts have been less than successful, consider the simple chart, below. The chart has been used successfully by many organizations. Other organizations have used it as a guideline; modifying it to meet their specific needs.

Whether you use it as shown, or modify it…be sure to keep it simple. As you gain momentum and success the plan can be expanded.

Market: What groups are you trying to reach? In the example, Home Town You Center knows that churches, the public, prior donors, businesses and civic groups might be interested in their mission.

Goal: What is your goal, what do you want to achieve in reaching each one of your identified markets? You won't have the same reason for reaching every target market. Carefully consider what you hope to achieve by each market becoming aware of your message.

Vehicle/Expression: Consider the best way (vehicle) to reach each market. It might be through a brochure, a one-on-one conversation, a personal note, etc. Again, one size DOES NOT fit all. Make it the best fit.

Message: Remember that different groups or individuals might have different reasons for caring about your mission. Some groups are focused on children, some may want to make the community stronger or some may just want to give you advice. Be clear on what you promote. Do not deliver the same message to all markets.

Reaching the Market: How will you get that brochure into the hands of the people making up your market? How can you make a presentation to representatives of the market? Plan for it.

How Often: Know that you should attempt to reach your target markets on a regular basis. Determine how often you will reach out to them.

When: Be sure to set a date for each market and track it.

Who: Before the plan is complete, someone has to be assigned to each of your target markets.

Completing this simple spread sheet forces your organization to think strategically about your market, what message you will convey and how. Good luck!

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Home Town Youth Center: Target Markets/Marketing Plan

Market	Goal	Vehicle/Expression	Message	How to Reach Mkt.	How Often	When	Who
Churches	Awareness	Presentation & Brochures	Community Stronger	Church Services	Annual	Begin 1/16	Speakers' Bureau
	Volunteers	Presentation	You can help	Women's Guild	Annual	3rd Qtr. 2016	Volunteer
	Financial support & Awareness	Conversation	Make a difference	Pastor	Annual	2nd Qtr. 2016	Mktg. Committee
Public	Awareness	Bill boards	**Kids are our future**				
		PSA	**Kids are our future**	TV/radio			
		Direct Mail	**Kids are our future**	Data base			
		Newspaper Article	Program results				
Donors	Awareness	Conversation	Advise Opinion	Personal call	TBD	Begin 1/16	Board & ED
	Advocacy	Brochure	Lend your voice				
		Newsletter	Lend your voice				
		Volunteer dinner	Lend your voice				
		Thank you card	You made a difference				
Businesses	Awareness	Newsletter	Community Stronger	Senior Management	**Quarter**	Begin 1/16	Mktg. Committee
	Event Sponsorship	One-on-one	Support Community	Mktg.	Annual	1/16	Mktg. Committee
Civic Groups (Kiwanis)	Awareness & Volunteers	Presentation	Kids prosper	Monthly Meetings	Annual		Speakers' Bureau

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