

# Marketing Plan Worksheet

This worksheet is intended to be used as a tool to organize the proposed marketing plan that is a required supplement with all Grant Funding applications.

Overall Project budget: \_\_\_\_\_

Total Marketing Expenses: \_\_\_\_\_

## Print Advertising

Briefly discuss print ad promotions planned to be placed in newspapers, magazines or on flyers.

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List the total number of subscribers for each print publication.

	Name of Publication	Number of subscribers/recipients
newspapers	_____	_____
	_____	_____
magazines:	_____	_____
	_____	_____
flyers:	_____	_____
other:	_____	_____

## Digital Advertising

- When discussing digital marketing, be sure to include how visitation will be measured, or the key performance indicators (i.e. visitors to the website, app downloads, banner/ad clicks, impressions, etc.).

- For the print advertising, include number of subscriptions. This information is usually supplied by the media agency.

Please briefly explain any social media promotions, blogs, special websites, or other digital promotions (such as e-newsletters, blasts) and the goals of each (i.e. total reach, Click-Thru-Rates, unique/new page visitors, length of page sessions, etc.)

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Number of Digital Impressions: \_\_\_\_\_ Actions/Clicks: \_\_\_\_\_

### **Radio/TV**

Briefly describe any radio or TV promotions and the goals or reach of each.

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### **Other**

Briefly describe any other promotions or marketing campaigns not mentioned above, such as highway billboards, fun promotions (such as giveaways), booths at other events, etc.

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Overall (print + digital + radio/TV), estimate how many individuals the marketing plan may reach?

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How many of the targeted individuals/families are at least 75 miles from Baytown? \_\_\_\_\_