

ONE PAGE MARKETING PLAN

Use this template to put your marketing plan into action. Insert the goal for which you are responsible and begin to map out actionable steps to achieve that goal. Focus on achievable activities in the next 12 months.

| Audience Persona Who is this targeted at? | Action What will you do? | Timeline When are you targeting this action? | Necessary Resources What do you need in order to complete this step? | Platform? Where will you be targeting this message? | Result How will you know you have been successful? |
|--|-----------------------------|---|---|--|---|
| | | | | | |
| | | | | | |
| | | | | | |

