



Dudley CVS Marketing Plan Template

This template has been designed to help voluntary and community organisations develop their own marketing strategy. This template can be amended to suit your organisation.

Timescale of marketing plan:

Date marketing plan adopted by Management Committee:

Introduction

[Outline the purpose of your strategy, for example this could be to market your product [service] to a new client group or increase the number of sales of a particular product [service] e.g. training courses].

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Vision

[Include information about where your organisation would like to be in relation to marketing your product [service].

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External and internal analysis

[Provide information about the external and internal environment that may impact on your product [service].

PEST analysis

Political and legal changes that may have an impact on your product [service].	
Economic factors such as rising costs of food or fuel, tax etc.	
Social factors such as changing attitudes and lifestyles, and the ageing population.	
Technological factors such as new software or growing use of the internet.	

SWOT analysis

Strengths of your product [service]	Weaknesses of your product [service]
Opportunities of your product [service]	Threats to your product [service]

Marketing aims and objectives

[Include your organisations objectives in relation to its marketing. These should be based on your organisations strengths and weaknesses and the environment you operate in. For example:

Aim – increase the number of service users by 10%

Objective – market product [service] in a new geographical area

Strategic aim 1	Strategic objective 1
Strategic aim 2	Strategic objective 2
Strategic aim 3	Strategic objective 3

Objectives should be SMART:

Specific – for example, increase the number of service users by 10% in X area.

Measurable – you need to be able to check that your organisation has increased the number of service users by 10%.

Achievement – you need to ensure that your organisation has the resources it needs to achieve the objectives.

Realistic – targets should be achievable and not unrealistic.

Time-bound – you need to be able to set a deadline for each objective.

Action plan

[Include information about how your organisation intends to meet your objectives under the seven Ps]

Product [service] - describe your organisations product [service] and how the product is valued and/or whether you need to change your product to meet users needs.	
Place – include information about how you intend to distribute your product [service] so that your target market has easy access to your services.	
Pricing – include information about how much your product [service] costs to run.	
Promotion – include information about how you intend to inform potential users about your product or service and persuade them to buy, fund or use them.	
People – include information about how your organisation will invest in its staff/volunteers to ensure users receive a high quality service e.g. staff training.	
Processes – include information about how your organisation could improve its processes to ensure that you are offering a consistent service that suits your users e.g. how easy is it for potential users to access your services, are policies and procedures user-friendly, are there procedures in place to enable service users to give feed back and influence service delivery?	
Physical evidence – include information about how your organisation could improve its environment to give users a good impression of your service/s e.g. room layout, entrance to buildings, furniture, noise levels and quality of catering.	

Implementation plan

[Provide information about what your organisation needs to do to achieve its objectives, the resources needed, timescales and who is responsible].

Action	Timescales	Resources needed

Financial budget

[Provide a cash flow forecast about how much your marketing plan is going to cost your organisation and where the funds will come from].

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Monitoring and evaluation

[Include information about how your plan will be monitored and evaluated, who is responsible and the timescales].

Action	Monitoring methods	Evaluation methods	Timescales	By who