<Club Name>

Insert Club Logo

Marketing Plan Template

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| Untitled-2**1. Organisation Details** |
|  |
| **Organisation Name** |  |
|  |
| **Postal Address** |  |
|  |
| **Street Address** |  |
|  |
| **Lot on Plan** |  |
|  |
| **ABN** |  |
|  |
| **Registered for GST?** | **Yes [ ]  No [ ]**  |  |  |
|  |

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| Untitled-2**2. Contact Details** |
|  |
| **Phone** |  | **Email** |  |
|  |
| **Website** |  |
|  |
| **Facebook** |  |
|  |
| **Twitter** |  |
|  |
| **Other** |  |
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| Untitled-2**3. Personnel** |
|  |
| **President** |  | **Vice President** |  |
|  |
| **Secretary** |  | **Treasurer** |  |
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| Untitled-2**4. Core Businesses** |
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| Untitled-2**5. Target Markets** |
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| **Target Markets** | **Wants or Needs** |
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| Untitled-2**6. Competitors** |
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| Untitled-2**7. Marketing Strategies Review** |
| Note down a list of marketing strategies you have used in the past and how effective you thought these activities were in achieving your marketing objectives |
| **Marketing activities employed** | **Effectiveness (please tick)** |
| **5**Very effective | **4** | **3**Slightly effective | **2** | **1**Not effective |
|  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
|  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
|  | [ ]  | [ ]  | [ ]  | [ ]  | [ ]  |
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| Untitled-2**8. Marketing Objectives** |
| ***List your marketing objectives below, detailing what you want, how much you want and when you want it.*** |
| **1.**  |
| **2.**  |
| **3.**  |
| **4.**  |
| **5.**  |
| **6.**  |
| **7.**  |

## 9. Marketing Strategies

*Based on the marketing objectives listed in Section 8, list your marketing strategies here*

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| **Objective Reference #** | **Actions** | **Timeframe** | **Estimated budget / volunteer resources** | **Lead Role** |
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| **Objective Reference #** | **Actions** | **Timeframe** | **Estimated budget / volunteer resources** | **Lead Role** |
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