<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** |  |
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| **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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