

[Title of Marketing Plan]

Digital Corps - [Date]

Executive Summary

In one or two brief paragraphs describe the gist of the marketing plan and its goals.

Target Audiences

Identify and describe target audiences.

- **Target Audience #1:**
 - **Description:**
- **Target Audience #2:**
 - **Description:**

Goals and Objectives

Identify goals, which are broad and overarching. Then, identify objectives, or measurable checkpoints, that support each goal.

Goal #1:

- **Objective #1:**
 - **Measurement:**
- **Objective #2:**

- **Measurement:**

Goal #2:

- **Objective #1:**
 - **Measurement:**
- **Objective #2:**
 - **Measurement:**

Strategy

Identify strategies, which are broader than tactics and should match specific objectives. Note the rationale, or the importance of the strategy.

Campaign #1:

- **Matching Objectives:**
- **Rationale:**
 - **Key Message:**
 - **Target Audience:**

Campaign #2:

- **Matching Objectives:**
- **Rationale:**
 - **Key Message:**
 - **Target Audience:**

Tactics

Identify tactics, which are more specific and should explain the steps to reach your campaigns or strategies.

Campaign #1:

- **Tactic #1:**
- **Tactic #2:**
- **Tactic #3:**

Campaign #2:

- **Tactic #1:**
- **Tactic #2:**
- **Tactic #3:**