

Marketing Plan Elements Worksheet

Use this worksheet to sketch out key elements to include in your marketing plan.

Statement of General Purpose

(The purpose, goals and objectives to help keep you focused and on track with your plan.)

Context: P-TECH school name: mission, and focus area(s).

Purpose: What you are trying to address in the coming year. For example, as more of our students are moving to the higher grade levels, they are ready for expanded Job Shadowing and Internship opportunities over the 2017/18 school year.

Target Audiences

Core P-TECH Partners

Expanded Customer Base (okay to indicate you need to conduct research here)

New Industry Partners

Other Employer and Community Partners

Marketing and Sales Goals and Measurable Objectives

Internal Capacity Building

What actions will you take to increase the capacity of your school to engage employers? (See section one of the Employer Engagement Quick Guide.)

Measureable Sales Goals

Based on an analysis of student, teacher and school readiness, how many employers and/or community partners do you seek to engage? For what kinds of activities? Be as specific as you can.

Messages and Materials

Actions to create key messages to ensure consistency and clarity in your marketing and recruitment. Create and hone your elevator speech.¹

Identify materials that are in place or that you will create to support the effort.

Resources

Identify the resources already in place to help with the effort—resources such as people, partners, leveraging other efforts, contributions, budget and website.

Marketing and Sales Strategies

What marketing and sales strategies or activities will you focus on to get the job done?²

¹ See The P-TECH Perfect Pitch – Attachment 4 in the Employer Engagement Quick Guide

² See Sample Marketing and Sales Activities– Attachment 3 in the Employer Engagement Quick Guide

Annual Calendar of Marketing and Sales Activities

Outline and calendar your planned marketing strategies for the year, including a steady balance among the following activity areas:

- ✓ General Awareness - press coverage, media campaigns, events and newsletters.
- ✓ Targeted Marketing - mailings, phone campaigns and networking.
- ✓ Direct Recruiting - presentations at meetings, in person and at job fairs or industry events.

Use the results column to record the outcome of each effort.

Strategy	Key Action Items	Who?	When?	Results