Marketing and Communications Plan

[Project Name]

# Background:

*Provide some details about the aims for the project, the activities to be undertaken and the resourcing secured to date.*

# Objectives:

1. *Specific objectives to achieve through Marketing and Communications (e.g. seek applications from the target group to participate in the workshops…)*

# Target Market/s

* *List the market segments you will be aiming to reach (e.g. youth, CALD communities, disability groups, etc.)*

# Key Messages:

* *List a number of key messages about your program (e.g. the youth mentoring program will develop the participants as community leaders…)*

# Action Plan

| Communication Method /Tool  | Target Audience/s | Responsibility | Cost  | Process/Info  | Timing  | ExternalContact  |
| --- | --- | --- | --- | --- | --- | --- |
| Media Release | *List target groups* | *Who will make it happen* | *Costing* | *Any important details or requirements* | *Coordinate timing of key messages* | *Printer, Reporter, Photographer, etc.* |
| Visual Design / Collateral  |  |  |  |  |  |  |
| Poster / Fliers  |  |  |  |  |  |  |
| Targeted Emails |  |  |  |  |  |  |
| Social Media  |  |  |  |  |  |  |
|  Advertising  |  |  |  |  |  |  |
| Information Sessions |  |  |  |  |  |  |
| Promotional Opportunities |  |  |  |  |  |  |