



# STRATEGIC MARKETING PLAN

We approach your marketing strategically, developing a marketing plan that best reaches your current and prospective clients and supporters.

This Plan includes a strategy for identifying and balancing all appropriate communications outreach tools to reach your audience from social media to eBlasts, press relations, website marketing, and a paid media advertising budget inclusive of print, broadcast, and digital advertising.

## WHAT YOU GET

- ✓ Client Personas
- ✓ Differentiating Factors
- ✓ Strategic Marketing Calendar
- ✓ Establish a Marketing Budget and Success Metrics

## YOUR MARKETING INVESTMENT

**\$8,750+**

