

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

Product/Service Launch	$9,950+
Organization-Wide Plan	$20,000+

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