

**Marketing plan template**

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|  | **SMART Objective** | **What (action, including marketing channel)** | **Target Group(s)** | **When** | **Person responsible** | **Cost (if any)** | **Target for success** |
| *Example* | *Increase our junior membership by 20% over the next year* | *Ask existing junior members to introduce a friend to the club (word of mouth). Give them X% discount off next season membership if friend becomes a member.* | *15-18 year olds* | *Offer to run Jan- April* | *XXX* | *NA* | *Target of 20 new juniors by MM/YY.* |
| *Build relationships with local colleges and to start to deliver taster sessions and events. Communicate to students via posters and newsletters.* | *15–18 year olds* |  | *XXX* | *£XX (printing costs)* | *Run X taster events* |
| *Engage with young membership on social media, get them to update about events to encourage others to come along* | *14- 18 year olds* | *Weekly* | *XXX* | *NA* | *X new followers* |
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