


Remember to Prioritize Your Marketing Plan Activities by: Urgency, Value, Ease, Opportunity, and Prerequisites								
	GOALS			KEY OBJECTIVES				
Club Marketing Plan Template								
	Sales Cycle Stage	Outcomes	Tools and Tactics	Priority	Persona 1	Persona 2	KPIs	
	Generate Interest & Awareness: About your Club	Increase Visibility & Drive Brand Awareness						
		Educate with New Ideas & Thought Leadership						
		Generate More Engagement through Digital Advertising/Media						
	Provide Value & Earn Trust:	Build Credibility, Authority, & Rapport by Teaching						
		Strengthen the Outreach Effort By Delivering Value						
		Nurture Community Engagement and Stay Top of Mind						
		Clear Path of Communication	Create ways the Community can engage with Your club					
	Depth, Delight & Expectations:	Reward Member						

	Depth, Delight & Evangelism:	Loyalty and Build				
	Build Your Referral Engine	Brand Champions				