

Remember to Prioritize Your Marketing Plan Activities by: Urgency, Value, Ease, Opportunity, and Prerequisites								
Rotary District 5330		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 & Excitement:	Reward Member							

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