



# MARKETING PLAN

Things to consider when creating your Marketing Plan

## CHECK LIST REQUIREMENTS:

- Brand Check
- Editing
- Messaging
- Call to Action
- Other \_\_\_\_\_

**PROJECT SUMMARY:**     New     Update Existing Project

**WHAT** are you communicating about? (an event, research findings, a product/service, etc.)    **NOTE:** Do not use acronyms

**HOW** does this project link to ASQ strategy? (will help determine job prioritization)

**WHO** is the targeted audience? (members, social media followers, etc.)

- General Public
- Social Media
- All Members
- Other \_\_\_\_\_
- New Members
- Member

**WHY** is this significant for recipients?

**3 KEY MESSAGES/CALL-TO-ACTION** most important to your audience.

1

2

3

**WHERE** did or does this take place?

**WHEN** did/will this occur?

## ADDITIONAL INFORMATION:

URL Link(s)

Distribution Outlets

- ASQ TV
- Facebook
- LinkedIn
- Twitter
- Website \_\_\_\_\_
- N/A

Attachment(s): Photos, quotes, testimonials, copy, etc.