**Marketing Plan**

**Event/Project/Programme name:**

**Objective:**

**Summary/outline:**

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| --- | --- | --- | --- | --- | --- |
| **Audience segment** | **Product match (ie. what part of your offering will appeal to them?)** | **Channels/ tools/tactics/ timing** | **Message**  **(or goal/objective)** | **Budget** | **Measure? What does success look like?** |
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| **Audience segment** | **Product match (ie. what part of your project/event etc will appeal to them?** | **Channels/ tactics** | **Message** | **Budget** | **Measure? What does success look like?** |
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