

## Tool 8: Marketing Action Plan Template

After the team decides on its marketing strategies, it is a good idea to document your steps as part of your action or plan or make a stand-alone marketing action plan. Below is a marketing action plan following the format of the action plan template, Tool 2. Be sure to include in your action steps the task of measuring the success of your strategies, so you can use that feedback to modify or improve your tactics.

Action Steps	Task Owner(s)	Timeline	Resources	Benchmarks
<i>What will be done?</i>	<i>Who will do it?</i>	<i>When will it be completed?</i>	<i>What do we need to complete this step?</i>	<i>How will we know when this step is complete?</i>
<b>Conduct Marketing Strategy #1</b>				
<b>Tactic #1A</b>				
<b>Tactic #1B</b>				
<b>Success Measure for Strategy #1</b>				
<b>Conduct Marketing Strategy #2</b>				
<b>Tactic #2A</b>				
<b>Tactic #2B</b>				
<b>Success Measure for Strategy #2</b>				
<b>Etc.</b>				