**MARK09019**

**MARKETING PLAN TEMPLATE**

**Name:  
Banner No**:

**The Marketing Plan –** which explains your motivation for the blog, who the target audience are and why, what makes your blog unique, who/what are the competitors to this blog

Please use this template as the basis for your marketing plan. You should expand upon each area and provide industry or academic evidence where possible. The completed marketing plan must be included in your final submission as per assessment guidelines.

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| **Marketing Plan** | **Ideas for completion** |
| The title of my blog is | (Include the URL) – why have you chosen this title? |
| My inspiration for the blog was… | Include some relevant background information here. (e.g. how does it apply to you generally. Include market trends, facts/figures to develop this further |
| My target audience is… | (try not to just say friends and family)  Eg. If it is on Travel as an Erasmus– include data on people who travel/ do Erasmus/ students – support this with as much relevant market information as possible. Size of market, where they are online and so on. Digital trends and so on. Look at YouGov market information (see Moodle) |
| My USP (unique selling point) is… | What makes your blog unique? Is it your own personal experience, is it a funny approach? Do you utilize technology in a unique way |
| My target audience will find it via… | * Social media (Facebook, Twitter, Pinterest) - will you set up unique social media accounts for your blog? Will you promote it on your own personal channels? Would your own network share your content? Is it relevant to them? * Search engines optimization (we cover this in more detail later in the class so this can be less detailed) * Syndication (identify relevant bloggers, forums, online groups where you can share the content) * Hashtags (which ones, how often are they used)   Influencers (who could you involve in your campaign) |
| My readers will share it because… | Its relevant to them, it tells a story, funny, informative? Is there a ‘call to action’ there? Are you encouraging them to share your content? |
| How will I test my blog before I publish it (and before I finish this assessment | Examples of market research/market testing: audience research, headline generation, feedback from target market, identification of similar successful content, tools and data sources (basically market testing) |
| An example of successful content targeting the same target audience is… | Include examples of relevant blogs, websites and so on |