

Marketing Plan Template

Answer the following questions:

What are our marketing objectives?

e.g. do we want to increase visitor numbers, do we want to attract new audiences or would we like to raise our profile in the local community?

Who are our current audiences and potential audiences?

e.g. we currently attract an older group of visitors who are history buffs and we would really like to attract a family audience

What are our products or services?

e.g. what are our exhibitions and events, do we have a café or shop?

Who or what do we compete with for our existing or potential audiences?

e.g. the beach, a tourist attraction, a country estate

What is our position when compared to our competition – what would make people visit us?

e.g. free activities for children, great community feel, fun and educational, challenging and creative exhibits, untold stories and histories on your doorstep



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Pricing?

e.g. do you decide to be free or charge an entry fee, do you offer free open evenings for the local community, or return passes

Promotion – how are you going to let people know about you?

e.g. via your Facebook page, leaflets, advertising, word of mouth

Resource – how much money, skill and time do you have?

e.g. how much time can you put towards social media, have you got a budget for leaflet printing, are you able to keep the website up to date?

An Action Plan - outline over a year what you plan to do, when and how

e.g. you plan a campaign to increase visitors from the local community, so you'll keep Facebook updated, will offer free return visits, children's activities and open evenings, you will use social media and face to face to engage with local groups and businesses etc.

Review – what has worked and what hasn't, has anything been more cost effective than anything else. Keep in mind what your original objectives were

e.g. measure your visitor numbers before you start and then again when you finish, or your number of followers on social media or visits to your website



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