



Program Plan For Consumer Marketers

Customizable PowerPoint Template

Overall Marketing Planning

Objectives

GOALS

What am I trying to achieve this month/quarter?

TASKS

Which programs do I need to run to achieve my goals?

RESOURCES

Which resources do I need to accomplish my tasks?

EVALUATION

How can I determine which programs worked?

Strategies

PROVEN METHODS

What has worked in the past? What hasn't worked?

CURRENT METHODS

What is working now? What isn't working now?

NEW METHODS

Which new methods am I going to try?

Marketing Program Planning

Marketing Program Planning

Primary Objective


Tactic



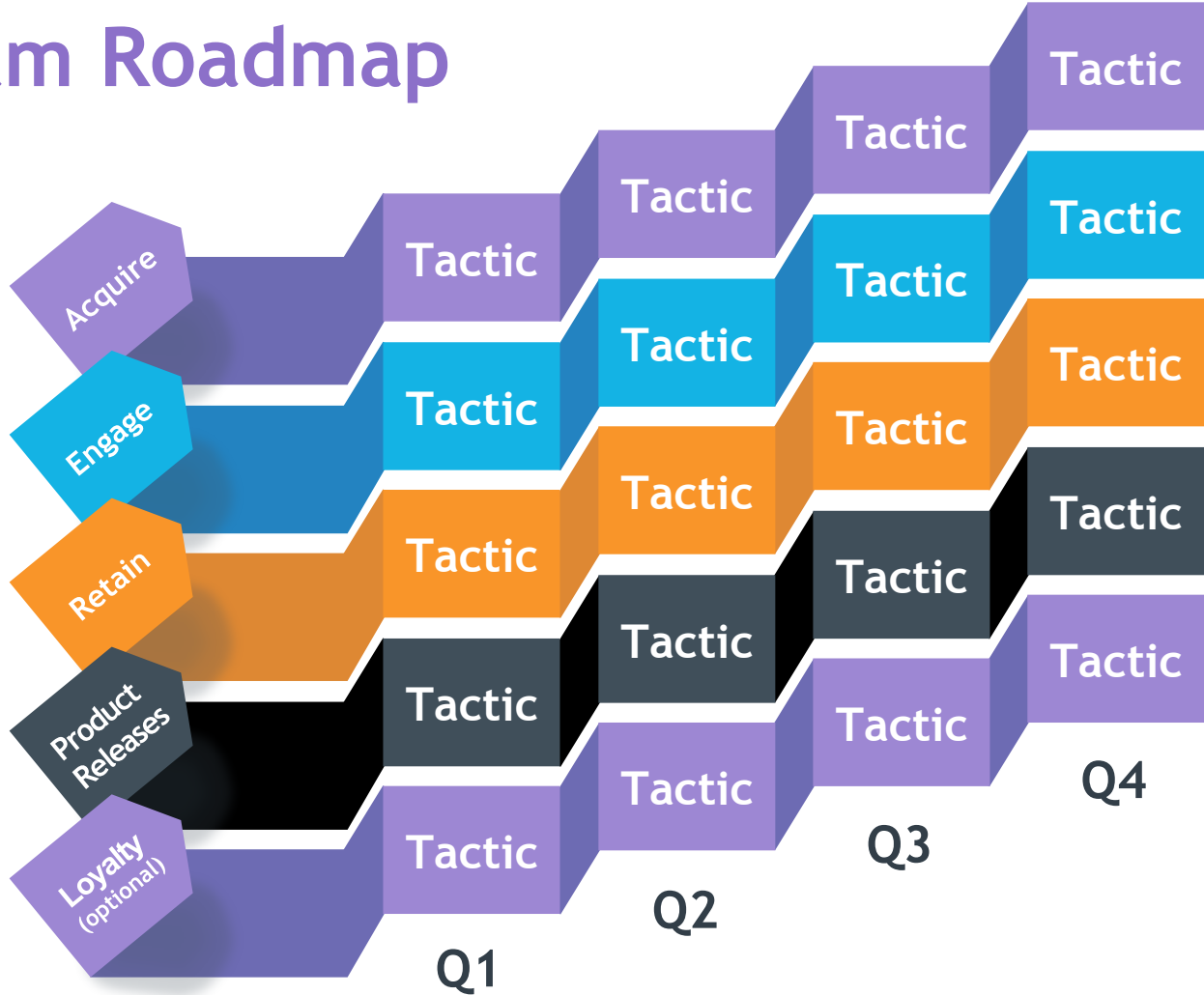
High-Level Program Planning Template

Average # of Programs/Month	JAN	FEB	MAR	APR	MAY	JUN	JUL
Product Launches	High-Level Program Initiative						
		High-Level Program Initiative					
			High-Level Program Initiative				
Events (if applicable)	Application Event	Application Event	Application Event	Application Event	Application Event	Application Event	Application Event
Buyer Segments	Add Audience or Persona						
	Add Audience or Persona						
		Add Audience or Persona					
Ongoing	Emails						
	Display						
	PPC						
	SEO						
	Social						

Yearly Program View by Quarter

 Quarter	Q1	Q2	Q3	Q4
Acquire	Program 1	Program 1	Program 1	Program 1
	Program 2	Program 2	Program 2	Program 2
Engage	Program 3	Program 3	Program 3	Program 3
	Program 4	Program 4	Program 4	Program 4
Retain	Program 5	Program 5	Program 5	Program 5
	Program 6	Program 6	Program 6	Program 6

Program Roadmap



Product Launch Program Plan

Email Tactics

- Email 1
- Email 2
- Email 3



Content

- Blog Post
- Product Releases



Events

- In-Person Event



Customer Acquisition

- Social
- PPC Campaign
- Direct Mail
- SEO



Customer Journey Analysis: Program 1

Where is the revenue coming from?



Campaign Details

Buyer Journey



Campaign Evaluation

 Programs	Cost	New Customers	Repeat Customers	Revenue
Program 1				
Program 2				
Program 3				
Program 4				
Program 5				
Program 6				

- What are the top performing programs that I should do again?
- What are the worst performing programs that I should not do again?

The End