



# 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

1  
Acquire

Marketing Strategy

Which programs will I run?

2  
Engage

Marketing Strategy

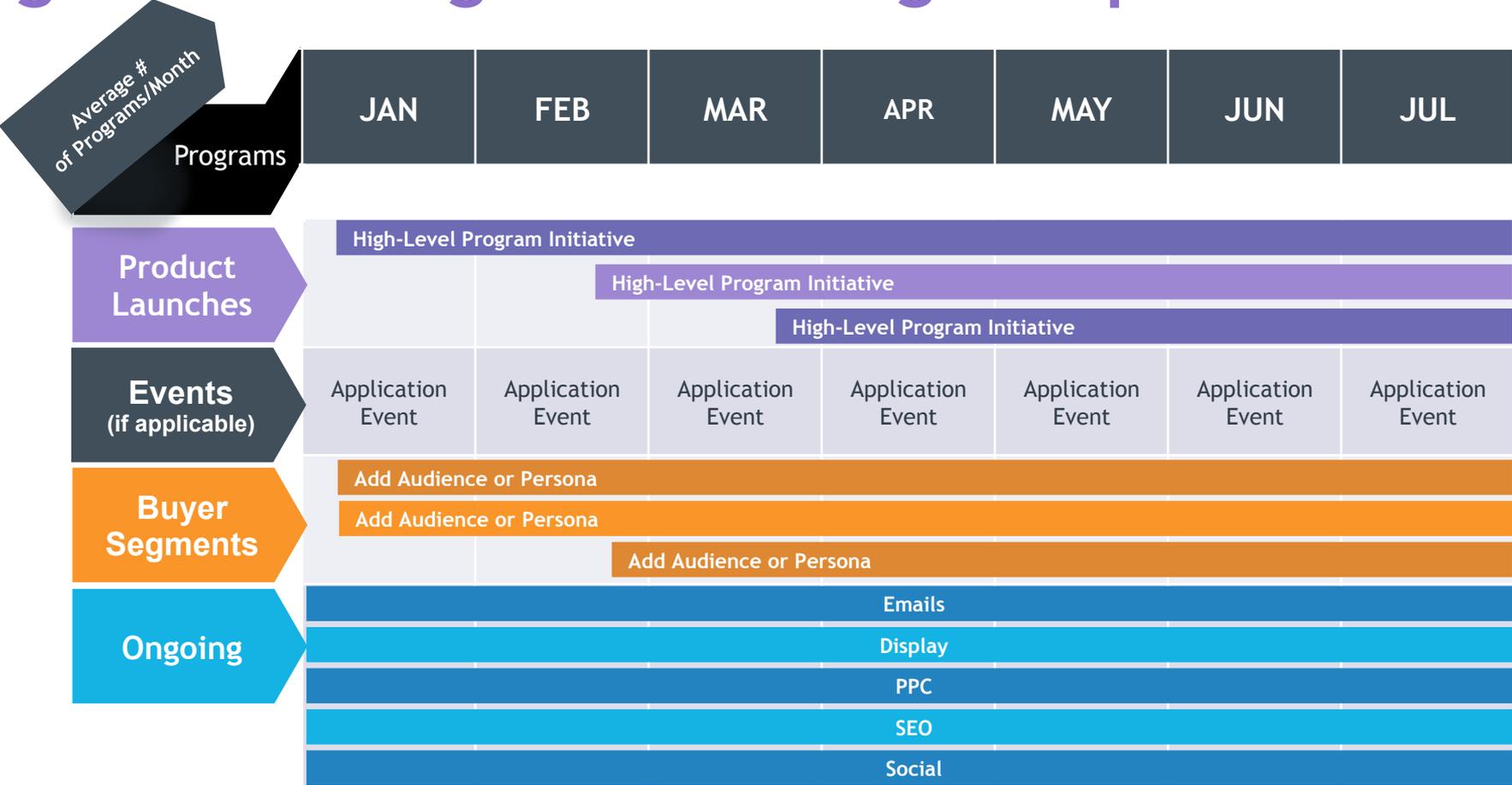
Which programs will I run?

3  
Retain

Marketing Strategy

Which programs will I run?

# High-Level Program Planning Template

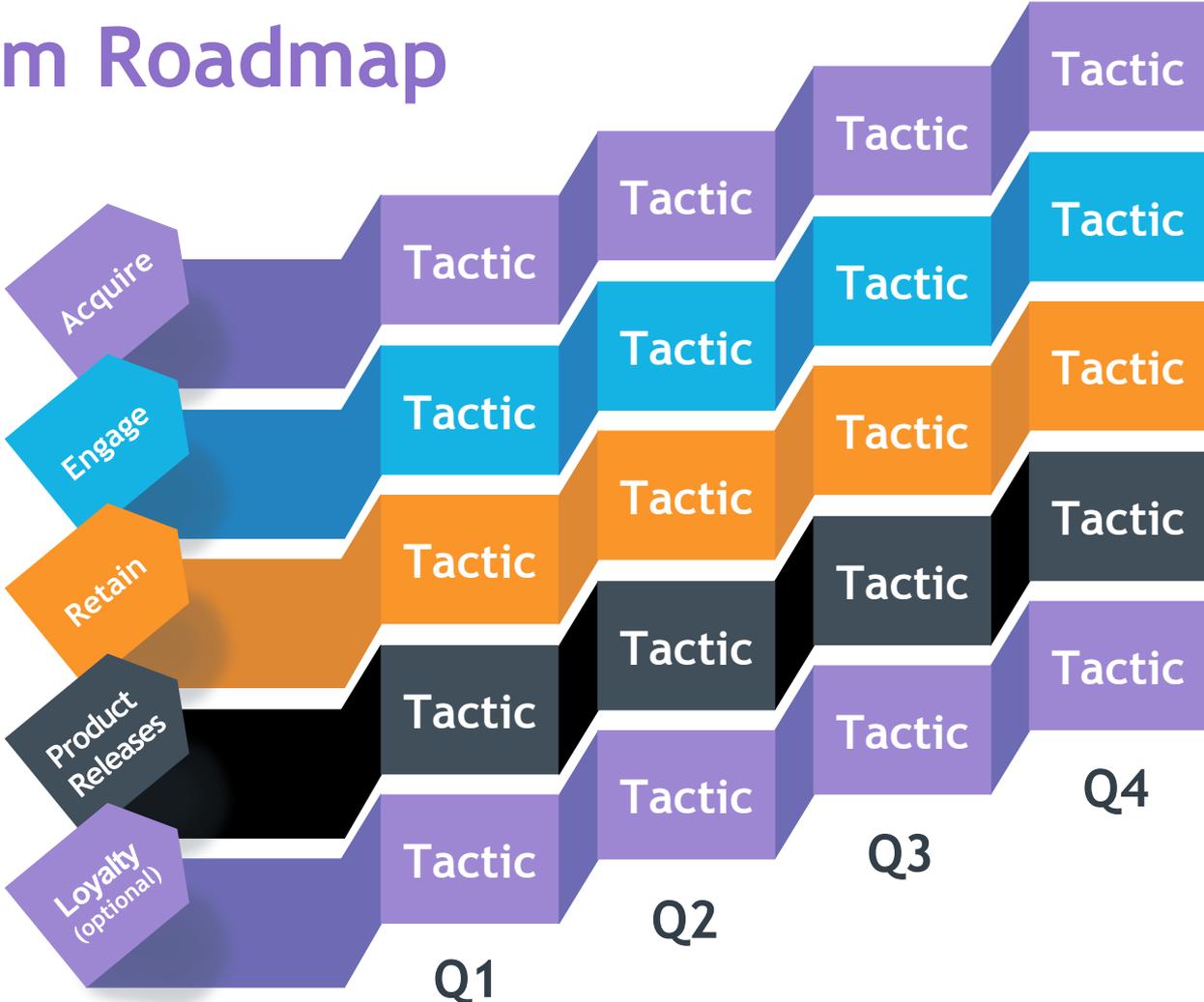


# Yearly Program View by Quarter



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