Marketing plan

Planning how you market learning doesn’t have to be complicated. This template will help you to focus your communications.

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| Tool Set  List all the communications channels that you can use.  e.g. *Emails, posters, Yammer, Intranet, Brochures, Presentations….* | | | |
| Release date | **Target Audience** | **Learning Topic/Skills** | **Tools** |
| When are you going to schedule your communications?e.g. *January 15, 2017* | Who are you trying to reaching? – focus on one group for more impact e.g. *Financial administrators* | What skills are your trying to push and what learning can you recommend? e.g. *LML Financial Management* | Select a few tools from your tool set where you will place your communications. Remember to keep it targeted so post or send to your specific audience e.g. *Yammer post on finance group, email blast* |
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