Our marketing activities are trying to reach _____________________ and encourage them to _____________________. We will achieve this by influencing their _________________________________.

We will connect to them through _________________________________.

We will work with ________________________________ to reach the audience. When the activities have been implemented, the powers that be want to be able to say that this outreach has _________________________________.

<table>
<thead>
<tr>
<th>Audience</th>
<th>Behavior</th>
<th>Knowledge</th>
<th>Attitudes</th>
<th>Beliefs</th>
<th>Activities</th>
<th>Stakeholders</th>
<th>Marketing Goal</th>
</tr>
</thead>
</table>
Marketing Plan Template
The following pages provide information on sections to be included in a marketing plan. Primary sections of a plan are defined and presented with key questions to answer; space is provided after the section descriptive text box to begin to capture ideas and thoughts on your marketing program.

National Diabetes Prevention Program Marketing Plan

Goals

What will your marketing program accomplish? Goals should be a statement of what your marketing program will achieve. A goal should be broad and feel like an “ultimate success”. Ask yourself, “What change do we want to see?”

Sample: Increased enrollment in the Lifestyle Change program.

Objectives

What are your desired outcomes?
Objectives are steps that your program reaches along the way to accomplishing your program goals. They can provide checkpoints to know a marketing program is headed in the right direction. Objectives should be written from the perspective of what you want your audience to have done: to have learned, acted, changed; and should be written following the “SMART” principles: Specific, Measurable, Achievable, Relevant, and Time bound.

Sample: Increase the number of primary care physicians who refer patients to the program by 5 in the first 12 months.

Audiences

Whom is the marketing program trying to influence?
Defining a target audience allows the marketing program to focus marketing activities on specific populations. To influence an audience, it’s important to understand as much as possible about them. Please prioritize your organization’s target audiences. It is suggested you limit your response to no more than three audiences to be reached in the first year. The following questions can guide the content included in the plan for each audience.

- Who is the audience? What do you know about them? How specifically can you describe them?
- What is their relation to the program? What role can they play?
- What do they think of the changes are we asking of them?
- What could motivate this audience to change? What gets in the way of change?

Strategies

What are the approaches the program will use to reach the audience(s) and influence or support change?
Strategies should be based on knowledge about behavior change, effective communication, the intended audience’s needs and characteristics, and your program’s capabilities, timelines, and resources. Strategies should also connect back to objectives.

Samples:
Partner with local medical associations to reach physicians with program messages from a trusted source.
Seek earned media attention through local newspaper and broadcast outlets to increase awareness of program availability.
Disseminate program referral tools to pharmacists in order to reduce the barrier of connecting people with prediabetes to programs.

Messaging
What type of messages will resonate with your audience? (Tone, style, emphasis, etc.) Selecting key messages for each audience means finding the right words and phrases that will most appeal to the audience and motivate change. Messages may be used or adapted from the national marketing materials.

Marketing Mix (4 P’s-Product, Price, Place, Promotion)
What are the key tasks? What materials will you use? Do you need to create new materials? What channels will you use to reach your audience? What is your timeline?

Promotional tactics are the way the program comes to life. Tactics should connect back to your strategies so that each action your program takes is directly tied to achieving your objectives. The promotional plan should include what the program will do, how it will reach the audience, and when activities will occur.

Sample tactics to support the strategy: Partner with local medical associations to reach physicians with program messages from a trusted source.
- Create list of medical associations in the area
- Establish outreach approach (calls, e-mails, etc.)
- Identify events to exhibit materials
- Identify listservs available through associations to distribute messages

Evaluation
How will you determine if you are achieving your objectives? Evaluation is a way to know that your efforts are leading towards your objectives. Simple monitoring of key activities can provide insight into what is working and what should be changed. Outcome and impact data that shows how your program has made a difference is often collected for marketing efforts, but is not a requirement of this marketing plan.

What information about marketing efforts will be collected to demonstrate how marketing objectives are being met and the role marketing efforts play in a program’s success?