
Organizational Marketing Plan

Think about your company and answer the following questions

1. What is our organizational mission?

2. What are the capabilities & preferences of the people we represent?

3. What employment services are we marketing?

4. Who are our marketing audiences and their needs?

5. How are our marketing audiences' needs being met by other employment services?

6. What actions do we want our audiences to take?

7. What are our messages to each audience?

8. Which communication tools are available for each audience?

9. Which communication tools are within our existing resources?

10. Evaluation: How we measure success?