

Building Businesses for Quality Communities

CDBG Economic Development Marketing Development



Appendix D: Marketing & Communications Plan - Activities, Timeline, Outcomes

Marketing Activity	WHO? (Key Stakeholders & Partner Organizations)	Person/ Organization Responsible	Start Date of Activity	Completion Date of Activity	Projected Outcomes or Results	Actual Outcomes/ Results
Develop a Marketing and Communications Plan						
Engage Key Stakeholders						
Engage Local Partners						
Develop Marketing Collateral Materials						
Marketing Flyer						
Information Sheet						
Postcard						

Marketing Activity	WHO? (Key Stakeholders & Partner Organizations)	Person/ Organization Responsible	Start Date of Activity	Completion Date of Activity	Projected Outcomes or Results	Actual Outcomes/ Results
Develop Internet-Based Marketing						
Eblast / Email marketing						
E-newsletter						
Blogpost						
Video						
Select and Engage Communications Organizations						
Media – Radio (e.g., University Stations)						
Local Cable Network						
Media Calendar Items						
Public Relations						
Utilize Social Media Marketing						
Implement Marketing and Communications Plan						
Ongoing Basis – Send Marketing Tools to Key Stakeholders and Partners						
Track Plan to Actual						
Measure Outcomes/ Results						
Utilize Testimonials						