

WORKSHEET: Marketing plan template

(once completed this is submitted as a Week 9 report)



If we need to tell someone about our social enterprise and it's **PURPOSE** in **ONE SENTENCE** what words shall we use? **This could include a mission statement.**

The purpose of Rocky Pets is to do good - to help people to express their feelings and worries out loud, benefiting mental health and to support the community by donating profits to local charities.

Who do we need to tell? Who are the **PEOPLE** we need to **PERSUADE**? Who do we need to **MARKET** to? Who might benefit?

We need to persuade the customers that will buy rocky pets such as St Pius students and their parents.

Do we want a **LOGO** (picture) or something that tells people "visually" what we are doing? Square, round....?? Draw some ideas here:



What is really special about what we are doing? What makes our **PRODUCT** (or service) stand out? Is it a service, is it helping **PEOPLE**, what difference does it make? Is it making a positive impact on a particular UN Global Sustainability Goal?

Not just something to collect, they make people feel better and happier.

What **PRICE** is it? Or if there isn't a price, what **VALUE** does it have to local people?

The prices will be £1.50 for large ones, £1 for medium ones and 50p for small. There will also be a family offers for a family of rocky pets which will be £1.50.

How are we going to get the word out about our amazing social enterprise? What is our **PROMOTION**? This is where we could tell people as part of our promotion what our **PURPOSE** is and what change we want to see. Are we making posters, do we need to involve others, charities or other experts who could help us, are we using social media and our school website or even developing our own?

We will make posts on Dojo to the school, use posters and make presentations to other classes. Alex, Issie and Yvonne will help to promote selling them at BAE.

Where will we promote our campaign. Where will we **PLACE** it? How do we get **PEOPLE** who are interested to find what we're doing or who might benefit?

Physically in school with posters and presentations. Online is a good way to get more people to see adverts.

Any other info we need (take a second piece of paper and draw more ideas if it helps):

We will sell them by the school gate so everyone walks past them at the end of school. This will spread the word.