

WORKSHEET: Marketing plan template

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



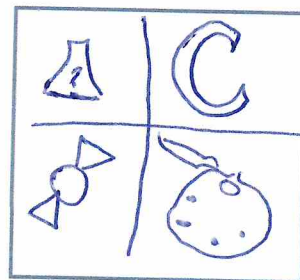
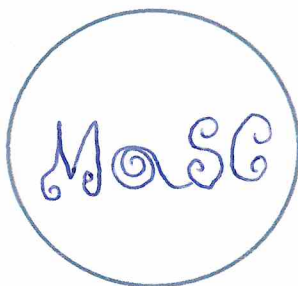
If we need to tell someone about our social enterprise and it's **PURPOSE** in **ONE SENTENCE** what words shall we use? This could include a mission statement.

Raise money for Jigsaw.

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

Everybody! Parents should know about Jigsaw

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?

We want to help people feel happy and be able to give a thoughtful gift.

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

£1.50 or £2.

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?

Dojo, newsletter
Special themes

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?

School

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

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