

**XXXX Learn Local Marketing template - Annual Plan 2020**

This Annual Plan is underpinned by the XXXX Learn Local Strategic Plan 2019 - 2020. It provides detailed direction relating to the organisations marketing goals and the activities required to achieve them throughout the year 2020. This Annual Plan can be amended throughout the year by the Coordinator, with oversight by the Committee Chair. The Coordinator will update the Committee each quarter on the progress of the plan including any agreed amendments.

**Action Plan Summary**

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| **Annual Goal – examples only** | **What does success look like? – examples only** | **How is it measured?** |
| Create a common set of professional guidelines/standards for all xxxx LL marketing | A set of common marketing guidelines/standards  |  |
| Effective use of participant stories  | A data base of participant stories that can be used for all components of the marketing strategy – print media, social media, website |  |
| Effective use of Social Media | A 12 month planned social media calendar that targets our identified key priority areas |  |
| Identify three key partners to develop relationships with | Positive two way working relationships with a focus on Community needsCommunity advocacyFuture focus |  |
| Effective use of the Gippsland Learn Local brand | Gippsland Learn Local branding is supported and used effectively throughout all aspects of the marketing strategy |  |
| What else?? |  |  |

**Plan Working Table**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Annual Goal** | **Activities** | **Priority (H,M,L)** | **Responsibility** | **Timeframe** | **Tracking****1st Quarter** | **Tracking****2nd Quarter** | **Tracking** **3rd Quarter** | **Tracking** **(Annual Review)** |
| Create a common set of professional guidelines/standards for all xxxx LL marketing |  |  |  |  |  |  |  |  |
| Effective use of participant stories  |  |  |  |  |  |  |  |  |
| Effective use of Social Media |  |  |  |  |  |  |  |  |
| Identify three key partners to develop relationships with |  |  |  |  |  |  |  |  |
| Effective use of the Gippsland Learn Local brand |  |  |  |  |  |  |  |  |
| What else? |  |  |  |  |  |  |  |  |
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Completed by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signed:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Endorsed by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Amendments** | Date: Initials:  | **1st Quarter Review** | Date: Initials:  |
|  | Date: Initials:  | **2nd Quarter Review** | Date: Initials:  |
|  | Date: Initials:  | **3rd Quarter Review** | Date: Initials:  |
|  | Date: Initials:  | **Annual Review**  | Date: Initials:  |