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**MARKETING PROJECT**

**MANAGEMENT PLAN TEMPLATE**

MARKETING PROJECT

MANAGEMENT

PLAN NAME

Marketing Project Plan Description

Version 0.0.0

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| --- | --- | --- |
| PREPARED BY | TITLE | DATE |
|  |  |  |
| EMAIL | PHONE |
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| APPROVED BY | TITLE | DATE |
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# MARKETING PROJECT PLAN BACKGROUND CREATIVE BRIEF

This creative brief section will provide you with the foundation for all of the steps in your marketing project plan.

## Who Will Benefit the Most from This Marketing Project?

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| Define your intended audience. |

## What Does This Marketing Project Entail?

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| Specify what, exactly, needs to be delivered. |

## How Will This Marketing Project Benefit Your Defined Audience?

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| --- |
| Specify your “value proposition” for your intended audience. |

## What Resources Are Needed to Complete This Marketing Project?

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| --- |
| Enter an estimate of the time and resources your marketing project will involve. |

## What Is the Definition of “Done” for This Project?

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| --- |
| For your team’s benefit, specify what constitutes a marketing project’s successful completion.  |

## What Challenges or Anticipated Roadblocks Should Be Addressed Prior to Project Outset?

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| Specify what you anticipate might cause delays or obstacles in your marketing project. |

# MARKETING PROJECT SPECIFICATIONS

Enter your marketing project’s specifications (requirements).

## Time-Economy Specification

### Automation

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| Detail if there is any way to “automate” parts of your marketing project in order to save time/effort. |

### Eliminate Redundancy

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| Will your marketing project’s efforts serve to eliminate another effort (perhaps on/for another project)? If so - what? |

### Maintenance

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| How can your team successfully execute your marketing project to reduce the amount of maintenance it might otherwise require? |

## Performance Specification

### Performance Standards

List at least three characteristics of your marketing project plan that define what your completed project will look like.

CHARACTERISTIC ONE

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|  |

CHARACTERISTIC TWO

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CHARACTERISTIC THREE

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# MARKETING PROJECT SCOPE: SPRINTS, STORIES, AND TASKS

Your marketing project most likely has many specifications and “stories.” It’s helpful to break this project “scope” into phases (or “sprints,” as they are called in Agile methodology).

“Stories” - or “user stories” - are how you reference what your intended audience is seeking from the deliverables your marketing project will provide for them.

**Example**: “As the [intended audience], I want [x as a deliverable] so that I receive [a specific value].”

Teams work together on stories to determine how each story applies to the marketing project plan’s “big picture” deliverable(s); individual tasks are assigned to team members.

***Note****: The following information can be copied to create additional sprints and stories.*

|  |  |  |
| --- | --- | --- |
| SPRINT NAME | START DATE | END DATE |
|  |  |  |

|  |
| --- |
| STORY NAME |
|  |

|  |
| --- |
| Total Story Effort for [Team Member Name]: [#] Hours (or “Points”) Total Story Effort for [Team Member Name]: [#] Hours (or “Points”) Total Story Effort for [Team Member Name]: [#] Hours (or “Points”) 1. [Task Name] / [Team Member] / Level Of Effort: [#} Hours / Points - Due [#] Days Before Project Is Delivered
2. [Task Name] / [Team Member] / Level Of Effort: [#} Hours / Points - Due [#] Days Before Project Is Delivered
3. [Task Name] / [Team Member] / Level Of Effort: [#} Hours / Points - Due [#] Days Before Project Is Delivered
4. [Task Name] / [Team Member] / Level Of Effort: [#} Hours / Points - Due [#] Days Before Project Is Delivered
5. [Task Name] / [Team Member] / Level Of Effort: [#} Hours / Points - Due [#] Days Before Project Is Delivered
 |

# MARKETING PROJECT DELIVERY DATE

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| --- |
| Define the deadline for delivering your marketing project. |

# DAILY MARKETING PROJECT MEETING ITINERARY

Daily - or “scrum” - meetings with all project team members ensure timely marketing project delivery. In these meetings, it’s helpful for each team member to answer the following three questions:

1. What did you work on yesterday for this sprint?

2. What are you working on today for this sprint?

3. What “blockers” - if any - are preventing you from completing your tasks for this sprint?

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# PERFORMANCE-IMPROVEMENT MEETING ITINERARY

If it’s necessary to meet with a team member who is not completing their marketing project-related tasks, ask them the following questions in order to help realign them with the project’s “vision” and deliverables:

1. What, specifically, is keeping you from completing a particular task?

2. What steps can you take to ensure the task(s) will be completed as expected?

3. What would you suggest we do to ensure future tasks are delivered on time?

4. What do you need from me - or any other team member – to complete

 your task(s)?

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# SPRINT REVIEW ITINERARY

At the end of every sprint, it’s best to meet as a team and review the process by doing the following:

1. Reintroduce the stories the team intended to complete in the sprint.

2. Review each story’s status and level of success.

3. Solicit feedback on each story in order to improve your process.

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# PROJECT RETRO MEETING ITINERARY

Use a retro meeting, sometimes called a “post-mortem,” to review the success of your marketing project and determine what could be improved.

1. What went well concerning the marketing project?

2. What should we continue to do, i.e., include as “standard,” to ensure the success of future marketing projects?

3. What could have gone better concerning the marketing project?

4. For future marketing projects, what is something we should consider doing away with?

5. Any other comments - or suggestions - regarding improving our marketing plan process/implementation?

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