

D.I.Y. MARKETING PLAN

River Network, December 4, 2025



1. Organization Name:

2. Describe what your organization does:

3. Who is your audience? (Be specific.)

4. What do you want them to know?

5. What is unique about your organization?

6. What values do you share with your audience?

7. What actions do you want your audience to take?

8. Do your current marketing materials reflect the organization and goals you just described?

Yes

No

Sorta

What marketing materials?

Audience Segment/ Targets	Goals for this Audience <i>Recall what you want your audience to know and what actions to take.</i>	Key Messages for this Audience <i>Recall shared values and unique features about your organization.</i>	Strategies to reach this Audience <i>Website, email, social media, events, partner newsletters, YouTube, etc.</i>

Notes, Assumptions, Budget/Resource Considerations: