

**Marketing Plan Worksheet  
Ohio Arts Council**

**Marketing Goals for Accomplishing the Goals and Action Steps of Your Program or Project:**

Goal #1: \_\_\_\_\_

Goal #2: \_\_\_\_\_

Marketing Action Steps	Who Will Do It?	When Will It Start?	When Will It End?	How Much Will It Cost?
<b>Products and Services</b>				
1.				
2.				
3.				
<b>Distribution</b>				
1.				
2.				
3.				
<b>Price</b>				
1.				
2.				
3.				
<b>Promotion</b>				
1.				
2.				
3.				

Adapted from: Increasing Cultural Participation: An Audience Development Planning Handbook for Presenters, Producers and Their Collaborators, by Paul Connolly and Marcelle Hinand Cady