

**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?
Products and Services				
1.				
2.				
3.				
Distribution				
1.				
2.				
3.				
Price				
1.				
2.				
3.				
Promotion				
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