**State Council/Chapter Marketing Communication Plan Guidelines and Template**

The Marketing Communication Plan Template has been created to use for your ENA state council or chapter. A marketing communication plan will allow you to build your organization’s brand and identity through strategic and positive interaction with your members.

Step 1: Replace the ENA logo with your state or chapter ENA logo

Step 2: Insert your state or chapter project name

Step 3: Customize as needed to suit the needs of your project

**Guidelines**

The following lists some guidelines to keep in mind when creating your Marketing Communication Plan:

* Develop key messages
* Prioritize key audiences
* Identify ways to reach audiences
* Develop best practices for social media
* Expand marketing reach to engage more people in each target audience
* Ensure the plan is SMART:
  + S – Specific
  + M – Measurable
  + A – Agreed upon
  + R – Realistic
  + T – Time-based

[MARKETING COMMUNICATION PLAN TEMPLATE]

**{State Council/Chapter} ENA Marketing/Communications Plan  
2018 Election Sample {replace with project name}**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Tactic** | **Details** | **Responsibility** |
| January 2018 | Design election graphics | Creation of 1920x280 banner for election page  Email graphic and website landing page graphic  Facebook event page | L. Cooper |
| February 1 | Post call for applicants | All member email  Apply Today! Website homepage banner rotator  Social media post | P. Hayes |
|  | Email to former volunteers | Encourage 2015-2017 volunteers to apply |  |
|  | Reminder to apply at local meeting | Draft short script about importance of election |  |
|  | Call for applicant’s reminder email | All members |  |
|  | Announce candidates | Email  Website |  |
|  | Local Meet the Candidates event | <include event details> |  |
|  | Announce election open | Email |  |
|  | Post Facebook event | To run through election |  |
|  | Election reminder | Email  Social media |  |
|  | Announce election results | Email  Website  Social media  Meeting on May 9 |  |