

# **Create your library's summer program marketing plan**

## **Reflection on last year's program**

What worked?

What needs adjustment?

## **Your marketing team**

Who will create the marketing materials?

Who will outreach to partner organizations?

Other roles & assignments

## **Marketing channels & partners**

Potential marketing channels:

Established & potential partners:

## **Audiences & stakeholders**

What audiences do you want to reach?

How will your marketing differ for each audience?

Are there other stakeholders you want to reach through marketing?

### **Press packet**

Key info to include:

### **Timeline**

Winter

Spring

Summer

### **Evaluation plan**

What and how will you measure to determine the effectiveness of your marketing efforts?