

**Easy Marketing Plan Template
for Literacy Organizations and Language Schools**

Goals	Resources	Activities or Strategies	Outputs / Short-term results	Outcomes	Impacts	Measures
What we want to achieve this year:	Funding, internal staff, board members, volunteers, social capital and other assets we have to get the job done:	Concrete actions we will take to achieve our goals. (Promotions, trade fairs, events, social media engagement).	What we expect to happen as a result of our actions. (Quantifiable results, increased awareness, etc.)	We will know this marketing campaign has been successful when...	What impact did our marketing have on our activities, programs and learners?	How do we demonstrate the success of our marketing efforts?