# Marketing plan - Insert club and/or league name

**Section 5: Create your marketing action plan**

Now use the table below to summarise your plans.

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| --- | --- | --- | --- | --- |
| **Activity** | **Timing** | **Target audience** | **Objectives** | **Cost & time** |
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**Section 6: Review your plan**

Schedule review dates so that you can measure the success of everything you do. Marketing is a learning process – use these reviews to continually fine-tune your marketing strategy.

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| --- | --- | --- | --- | --- | --- | --- |
| **Activity** | **1st review date** | **Measure of success at 1st review** | **2nd review date** | **Measure of success at 2nd review** | **End date** | **Measure of success at end date** |
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