

Use the “Marketing Project Plan Template” to manage the plan, progress, and priority of tasks of your marketing project, and track the results.

The table header contains several fields with the parameters of your project that you need to fill in. They are highlighted in blue font.

<NAME OF ORGANIZATION>	START DATE	09/27/21	<PROJECT NAME>
<PROJECT MANAGER>	COMPLETION DATE	06/30/22	

The fields are as follows:

- “NAME OF ORGANIZATION” Enter in this cell the name of your organization (or name of the organization that performs the project activities (if different) or the name of the project owner.
- “PROJECT MANAGER” In this cell, enter the name of the project manager responsible for the final result.
- “START DATE” In the box adjacent to this description, enter the start date of your project in the mm/dd/yy format.
- “COMPLETION DATE” In the box adjacent to this description, enter the end date of your project in the mm/dd/yy format.
- “PROJECT NAME” Enter the title of your project/program/ initiative in this cell.

Below is a block of table totals:

NUMBER OF TASKS WITH STATUS:		NUMBER OF TASKS WITH PRIORITY:		COMPLETION BY TIME	
In process	8	High	7	25%	
Completed	2	Medium	6	COMPLETION BY STAGES	
Not started	6	Low	7		
Paused	2				
Overdue	2				

- The “NUMBER OF TASKS WITH STATUS” block displays the number of project tasks by their status (calculated automatically).
- The “NUMBER OF TASKS WITH PRIORITY” block displays the number of project tasks by their priority (calculated automatically).
- “COMPLETION BY TIME” - displays the project completion percentage, which considers the project start date, the end date, and the current date (today, which is updated daily).
- “COMPLETION BY STAGES” - displays the project completion percentage, which is calculated as the average between the completion values of the project stages.

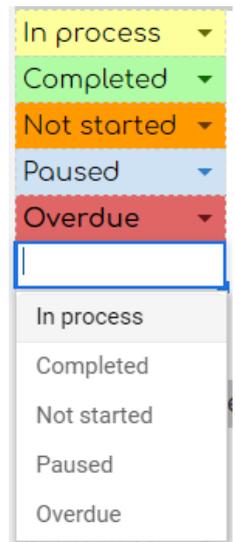
Thus, if all tasks are planned evenly, you can analyze whether you have a critical time lag or not.

STATUS	PRIORITY	TASK	PERIOD	PERFORMER	FREQUENCY	TARGET AUDIENCE	PERCENTAGE OF EXECUTION
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Below is the project data table. It contains the following columns:

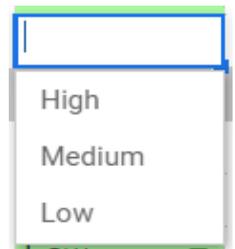
- "STATUS" - in this column, you can select the corresponding status value for each task from the drop-down list:

- **In process** - if the task is already running at the current moment (highlighted in yellow);
- **Completed** - if the task has already been completed (highlighted in green);
- **Not started** - if the task has not started yet (highlighted in orange);
- **Paused** - if the task execution is paused (highlighted in blue).
- **Overdue** - if the task has not been completed, and the scheduled due date for the task has already passed (highlighted in red).



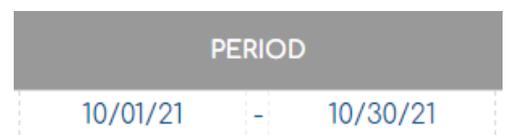
- "PRIORITY" - in this column, you can select the corresponding priority value for each task from the drop-down list:

- **High** - If the task has the highest priority over other activities and its implementation is preferred in controversial situations (highlighted in red).
- **Medium** - If the task is of medium priority over low priority tasks (highlighted in yellow).
- **Low** - the least important tasks in controversial situations are performed last (highlighted in green).



- In the "TASK" column, you should enter a description of the task to be performed.

- The "PERIOD" range is divided into 3 columns. In the first of them, you must enter the start date for the task; in the third, you must enter the end date for the task.



- In the "PERFORMER" column, enter the names of the executors responsible for each of the tasks.

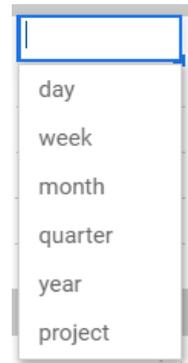
- The range "FREQUENCY" is divided into 3 columns, in which you need to indicate the frequency of the tasks of the project. In the first column, you need to enter a number automatically displayed as "*n* times". In the third column, you need to select the period that suits you from the options offered from the drop-down list:



➤ “day”, “week”, “month”, “quarter”, “year” or “project”.

You should end up with something like “5 time(s) per quarter”.

- In the "TARGET AUDIENCE" column, enter a description of the audience for each planned activity.
- In the column “PERCENTAGE OF EXECUTION”, as the project progresses, mark in the row of each task the percentage of its completion. (Optional: the cell contains the formula: when the task status is “Completed”, the value is automatically set to 100%).



All tasks in the table are divided into blocks according to the stages of the marketing project. In the original version, the table contains 11 stages, such as:

- National Marketing;
- Local Marketing;
- Public Relations;
- Content Marketing;
- Social Media;
- Online;
- Advertising;
- Web;
- Market Research;
- Sales Campaigns;
- Other.

At the intersection of the “PERCENTAGE OF EXECUTION” column and the lines with the name of the project stage, the percentage of completion of the stage is automatically calculated as the average between the values of the tasks included in it.

For example, it can look like below:

Local Marketing							33%	
Completed	High	Newspaper	09/27/21	-	06/30/22	Name 2 4 time(s) per project	Elder people	100%
In process	Medium	In-Store Marketing	10/01/21	-	12/31/21	Name 3 3 time(s) per quarter		30%
Not started	Low	POP	09/27/21	-	06/30/22	Name 4 7 time(s) per project		0%