

**Marketing Plan Worksheet  
Ohio Arts Council**

**Marketing Goals for Accomplishing the Goals and Action Steps of Your Program or Project:**

Goal #1: \_\_\_\_\_

Goal #2: \_\_\_\_\_

Marketing Action Steps	Who Will Do It?	When Will It Start?	When Will It End?	How Much Will It Cost?
<b>Products and Services</b>				
1. 2. 3.				
<b>Distribution</b>				
1. 2. 3.				
<b>Price</b>				
1. 2. 3.				
<b>Promotion</b>				
1. 2. 3.				

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