

**SOCIAL  
INNOVATION  
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# TOOL TEMPLATE: CRITICAL MARKETING TASKS

References: Creative Enterprise Toolkit by Nesta

## **State your marketing intention and how it will be achieved.**

Complexity: Medium  
Time required: 60 minutes  
Material required: A4 papers, pen (optional: stickers, photos, markers, post-its)

## **What is it for?**

Your marketing plan states your intentions, how each objective will be achieved, and by what means.

## **How to use it?**

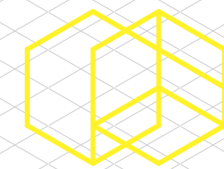
To help you plan and guide your activities complete this Critical Tasks Chart. List all the tasks to be carried out, associated deadlines, and the individuals responsible for achieving the tasks. The costs of carrying out the activities will be included in a budget. You should regularly monitor and review the progress of your marketing activities, both in terms of staff resources and budgets. Identify one individual to act as project manager to chase up work in progress and monitor results. Any deviation in progress or finances should be acted upon and the marketing plan amended accordingly.



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ACTIVITY	TIMESCALE	ASSIGNED	BUDGET	REVIEW
e.g. Company launch press release	e.g. April 1st	e.g. Mary Smith plus a freelance writer (TBD)	e.g. £200 plus 2 hours at £25 per hour	e.g. feedback from publication editors