Use this simple Digital Marketing Action Plan template to capture what you aim to achieve through your digital marketing, WHY you want to achieve your outcomes and what you will do to make it happen.

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| Organisation Name: |  | | |
| Date: |  | | |
| **Outcome**  **What is our desired result?** | | **Purpose**  **Why do we want to achieve this result?** | **Actions**  **What do we need to do to achieve our outcome?** |
| Increase digital marketing reach to have 1000 followers on Facebook by [month, year] | | Improved, meaningful engagement with members on Facebook.  Maximised member retention.  Increased community awareness of our club.  Positive and prolific representation of the club. | Develop a digital marketing strategy and policy by [month, year]. |
| Promote the Facebook page to all members and the local community – put link on website, share link in newsletter to members. |
| Follow/join local community groups on Facebook. |
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