**Customer Relations & Marketing of the Entrepreneurship Knowledge Centers**

The Definition of Customer relationships

The Creation of a Marketing Plan including an Action Plan

*This document is going to support you with the identification of your customer relations and marketing activities for your Entrepreneurship Knowledge Center.*

**Customer Relationships**

Please define for which types of customer relationships you are aiming for? In addition, please explain why you selected the types for your entrepreneurship knowledge center.

As usual in life, there are always strengths and weaknesses attached to your decisions. Which ones can you identify for your types of customer relations? Please think about reach, impact and costs/resources, …

Types of customer relations selected by your center:

* Type A
* Type B
* … (please adapt as you need it)

In depth analysis of the type of customer relations selected:

Name of type selected (please change)

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
|  |  |

*Please adapt this area according to your needs …*

**Marketing Objectives**

Please define your most relevant marketing goals you want to achieve with your marketing activities. Please keep in mind that they need to be linked with the target groups and your overall objectives of your entrepreneurship knowledge center.

|  |  |
| --- | --- |
| What is the purpose for your marketing plan?  What are the goals of the plan?  **Please define SMART goals** |  |
|  |
|  |
|  |
|  |
|  |
|  |

*Please adapt this area according to your needs and add as many rows as needed …*

**Marketing Strategy**

Please decide on the channels you are going to use to achieve your goals. Best is to choose an online and offline promotional mix. Please name the channels you will be using in your center divided into online and offline channels.

|  |  |
| --- | --- |
| Online channels | Offline channels |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

*Please adapt this area according to your needs and add as many rows as needed …*

**Marketing Action Plan**

Please identify your planned marketing activities for each of the main goals defined in the beginning of this worksheet.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Goal** | **Activities** | **Media used** | **Audience / segment** | **Measurement of Activity** | **Responsibility** | **Date of Finali-zation** | **Date of Implemen-tation** | **Status** |
| Goal 1 |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

*Please adapt this area according to your needs and add as many tables for individual goals and rows as needed …*