

# Marketing One-Pager: Strategy for Team Coordination & Unity in Branding

## Educational Handout

The marketing handout template is a great tool for getting everyone that contributes to your marketing plan on the same page— *one page* to be exact!

The marketing one-pager includes information to share with all members participating in your marketing or outreach, including the core values you will use, your main target audiences, your slogan and imagery, and marketing messages. It can also include links to your social media sites for easy networking and sharing amongst departments.

Having this unified frame throughout our marketing and outreach is key to success. It is the *groundedness* and *focus* that will provide the strong core at the center of your promotions, so that we can may go from this one core story into creative directions, but not loose the power that stems from that core. (The power to create positive reactions and inspire our audiences to support the goals of your cause.)

This document will and should change throughout the development of your organization's business and marketing strategies. But keeping this document up-to-date with these new developments and distributed to those who are involved with your team will help maintain a stronger and more magnetic core of your message to the world.

### What is the focus of a Marketing One-Pager?

- Creating a UNIFIED frame of your main message, that tells the story of your organization and what it is at the essence.
- This unified frame will meet the needs of what we want to communicate is at the heart of the our organization and programs, and how we meet the needs of our target audiences.

### To create your one-pager, use our template and study our example:

This document is to be shared with those who become involved in your organization's marketing. Having this one-pager is one of the many **keys to success** because not only does it put to paper your marketing intentions and help you to identify your goals, but it provides the **focus** and **center** for your marketing messaging.

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### **What is the purpose of this document?**

- To create a unified framework of your main marketing messaging that tells the story of your organization and what it is at the essence.
- This unified frame will meet the needs of what you want to communicate is at the heart of your organization and its services, and how you meet the needs of your target audience(s).

### **What are your core values?**

### **What are your goals for the year?**

### **Who are your target audiences—the people who will help support you in efforts to accomplish your goals?**

### **What are your main marketing messages?**

### **What other parts of your communications should be universal to help with branding?**

### **What are some testimonials that can be used again and again?**