Marketing program executive summary

Summarize a marketing or regional program and the evidence behind its proposed activities. Replace every bracketed prompt with your own verified content. Delete these instructions and any unused headings before sharing.

Prepared for: [Reader or organization]
Prepared by: [Name and role] Date: [Date]
Source plan or report: [Title, version and date]

Program and audience

[Name the program, period, audience and region or market. State the problem or opportunity and the decision requested.]

Evidence and baseline

[Summarize the research or current results informing the program. Identify dates, sources and gaps. Separate measured results from estimates.]

Objectives and measures

[State the intended outcomes with baseline values, targets, measures and dates. Explain how progress will be tracked.]

Activities and delivery

[Summarize the chosen channels, campaigns or regional activities and why they fit the audience. Identify delivery partners, staffing or training needs where relevant.]

Budget and dependencies

[State the budget and currency, major resource requirements and funding status. Identify dependencies and risks that could affect delivery.]

Next steps and review

[Name the owners, launch or delivery milestones and review date. State the decision or action needed from the reader.]