# Template Introduction

There are a few agencies, most notable are USAID and Dept. of Defense, which require the awardee to have a “marketing and/or branding plan” in place. The vast number of agencies do NOT have such requirements. The following is a sample from a 2019 USAID-Burma proposal. This language meets the “narrative requirement” for such plans.

# Branding Strategy and Marketing Plan

(Institute’s name) understands the importance of a branding strategy and marketing plan for a project of this magnitude. This project and activities, events, collateral, documentation and learning material used by both the Project staff and the students participating will be properly and appropriately branded with both the USAID identity and the program title. All color schemes will comply with both USAID standards as well as print [technological] standards.

The strategy will – at a macro level – consist of in-Burma language advertising and collateral production cycle, coupled with a distribution calendar indicating key times in a given year when particular pieces will be distributed. Most notably, the late spring of each year will produce the heaviest marketing period as this time addresses the application process of typical American universities. Appropriate social media will be established specifically for this program and appropriate logos and tag lines will be evident on each platform.

All “plan” activities and milestones will be regularly recorded in project management software along with daily/weekly operational activities to ensure a conflict-free calendar. Use of this software will also allow regular resource leveling allowing the COB and staff to maximize both time spent and money spent on branding and marketing. All branding and marketing activities will also become a part of the MEL reporting sequence which will record a variety of communication-related indicators [i.e.., “likes”, “followers”, “tweets/retweets”, news media mentions, and scholarly activities like publications, etc.]. All branding and marketing activities will run through the end of the final year.

The expenditures for this category have been woven into several budgetary line-items including; printing – both in-house and outside vendor, web technology and advertising, room rental which will include a portion for marketing, and sub awards allowing in-country localized creative and production.