

# Behavior Change Marketing Plan

Easy-to-Use Template for  
Behavior Change Campaigns



## Background

This section provides a situational analysis and insights gleaned from research, and includes a list of major challenges and major assets.

Situational analysis:

Major challenges:

Major assets:

## Goals, Objectives & Measures

### GOALS

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### OBJECTIVES

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### MEASURES

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## Target Actors & Target Behaviors

This section lists the target actors, their need-states, the target behavior and what behavioral determinants you are leveraging.

ACTOR	BEHAVIOR	OFFER (HOW YOU ARE LEVERAGING BEHAVIORAL DETERMINANTS)

## Marketing Strategies & Tactics

Strategy:

Tactics:

Strategy:

Tactics:

Strategy:

Tactics:

## Evaluation Plan

**What** you will measure:

**How** you will measure it:

**Who** is responsible:

**When** it will be done:

# Timeline

Date	Task	Assigned To



For more resources, go to [MarketingForChange.com/insights-center/resources](https://MarketingForChange.com/insights-center/resources)



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