

Marketing Plan



Link to digital tool	Digitize Enterprise - Developing a Marketing Plan
Level of knowledge	Basic general knowledge
Learning objectives	Learn how to create a marketing plan for a start-up enterprise.
Linked to module	5 and 3
Description of the tool	<p>The Digitize Enterprise tool is a free online game. You can start simply by entering the website and pressing “start the game”. Playing this game will help you develop a marketing plan by showing you different example scenarios.</p> <p>There is a brief explanation of how to play the game on their website. This game is part of the Digitize Enterprise Toolkit, where you can find various lessons and games on how to build a social enterprise.</p>

www.diothercity.eu | [#DiOtherCity](https://twitter.com/DiOtherCity)

The #DiOtherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).

Its content reflects the views of the authors, and the European Commission cannot be held responsible for any use which may be made of the information therein. (Project code: 2020-1-ES01-KA227-ADU-095512).





How to use the tool as part of the course	<p>Being able to reach your audience successfully, while promoting sustainability and inclusion, is a crucial part of any successful enterprise.</p> <p>You can use this tool to develop your marketing strategy when starting your enterprise, or at any stage you feel that your start-up needs a new marketing campaign.</p>
--	---

www.diothercity.eu | #DiOtherCity

The #DiOtherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).

Its content reflects the views of the authors, and the European Commission cannot be held responsible for any use which may be made of the information therein. (Project code: 2020-1-ES01-KA227-ADU-095512).

