



2027 BRAND & MARKETING PLANNING TEMPLATE

A Simple Framework to Help Your Organization Start Planning Before the New Year

1 REFLECT ON THIS YEAR

Before planning for the future, take time to evaluate where your brand stands today. Understanding what worked and what didn't helps you make stronger decisions for the year ahead

★ What Worked Well?



What marketing efforts generated the strongest results?



Which campaigns or initiatives exceeded expectations?



Which communication channels performed best?

- ☐ Social Media
- ☐ Website
- ☐ Public Relations
- ☐ Partnerships
- ☐ Events
- ☐ Other _____
- ☐ Email Marketing

2 OPPORTUNITIES FOR IMPROVEMENT



Where did the organization experience challenges?



What marketing or branding goals were left unfinished?



Is your messaging still aligned with your organization's goals?

- ☐ Yes
- ☐ Needs Review
- ☐ Not Sure



BG Tip Box

"Successful planning doesn't start with new ideas; it starts with honest reflection."



BUILD YOUR 2027 STRATEGY

Now that you've evaluated the past year, begin outlining the priorities that will guide your organization in 2027



3 BRAND GOALS



What do you want your organization to be known for?



Who is your primary audience?

4 MARKETING PRIORITIES

Which initiatives are your highest priority?

- ☐ Brand Refresh
- ☐ Marketing Strategy
- ☐ Public Relations
- ☐ Website Updates
- ☐ Events
- ☐ Content Marketing
- ☐ Social Media
- ☐ Community Engagement
- ☐ Other

5 SUCCESS LOOKS LIKE...

How will you measure success in 2027?

6 YOUR FIRST QUARTER PRIORITIES

List three actions you want to complete before the end of Q1

1.
2.
3.



READY TO BUILD A STRONG STRATEGY?

A planning template is a great place to start, but turning ideas into results requires a clear strategy. Bogues Group partners with organizations through brand strategy consulting to align branding, marketing, and public relations with long-term business goals.

Let's start planning now... so you're ready for 2027



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