**Abstract (resumen de 100-250 palabras)**

This project presents a marketing plan developed for the company Philanthropic World. This company, located in Pamplona (Navarre), has developed a mobile app to raise money for NGOs with social causes through raffles in which users donate to participate and win a prize.

The economic objectives of this marketing plan are to increase by the double the amount donated for 2019, to increase from 5€ to 20€ per day the income of app ads for 2019 and to increase by double every month the total income generated by the “Helpie” companies. The non-economic objectives are to segment the app users, to define a clear positioning of the brand and to improve the process and the funnel of getting “Helpie” companies to obtain a minimum of 30 companies.

Different commercial actions have been designed in addition to several strategies that have been proposed to achieve these objectives. The commercial actions will start at different dates and will be implemented along all the 2019, with a budget of approximately 19,000 €. To control the actions proposed in the marketing plan different indicators are proposed to help the company in the evolution and in the achievement of the objectives.