

# Marketing Plan Template

Date:

# Company Name

## Marketing Plan

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### Our Objective:

Summarise the role your company's marketing department plays to the growth of your business. This statement should reflect your overall strategy outlined in the pages that follow.

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# Business Summary

## Your Company

Provide a short description about your business, what it does, your vision, mission and values and most importantly your goals. What is your service/product offering? What is your USP?

## Marketing Objectives

Outline your marketing goals in detail that you want to achieve during the next 3-6 or 6-12 month period. Make sure your objectives are SMART. (specific, measurable, actionable, achievable, realistic and timely).

|  |  |
|--|--|
|  |  |
|  |  |
|  |  |
|  |  |

## SWOT Analysis

Use the table below to identify your strengths, and weaknesses, ie what you do well or what you could improve. Are there any opportunities where you could look to improve and defend against your competitors? What about threats?

| Strengths     | Weaknesses |
|---------------|------------|
|               |            |
| Opportunities | Threats    |
|               |            |

# Business Initiatives

Describe the marketing initiatives you plan to achieve to help you achieve your short term marketing goals.

Examples:

1. Increase the number of newsletter subscriptions using social media ads and organic reach to reach 500 in 6 months.
2. Improve your organic reach by ranking within the first three search results for five relevant keywords by the end of the year
3. Increase sales and revenue by x% (£x) by the end of the year
4. Increase the number of calls to my business using social media, Google PPC advertising and setting up a free Google Business listing.
5. Create an email campaign for next quarter's product launch that achieves an average open rate of at least 27%.

## Initiative 1

|                    |  |
|--------------------|--|
| Description        |  |
| Goal of initiative |  |

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|                            |  |
|----------------------------|--|
| Metrics to measure success |  |
|----------------------------|--|

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### Initiative 2

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|             |  |
|-------------|--|
| Description |  |
|-------------|--|

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|                    |  |
|--------------------|--|
| Goal of initiative |  |
|--------------------|--|

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|                            |  |
|----------------------------|--|
| Metrics to measure success |  |
|----------------------------|--|

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### Initiative 3

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|             |  |
|-------------|--|
| Description |  |
|-------------|--|

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|                    |  |
|--------------------|--|
| Goal of initiative |  |
|--------------------|--|

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|                            |  |
|----------------------------|--|
| Metrics to measure success |  |
|----------------------------|--|

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# Target Market

## Industries

What industries/sectors will you target to sell your products or services?

Industry 1

Industry 2

## Buyer Personas

Within your target market(s), identify who your ideal clients will be and summarise them. Keep the number of different personas to 3-5 maximum,

Buyer Persona 1

Buyer Persona 2



### Competitive Analysis

Within your target market(s), who are your competitors?

What do they offer and how does it compare to your offering? Customer service, price, timing, skills...

Company 1

|                          |  |
|--------------------------|--|
| Products we compete with |  |
| Other ways we compete    |  |

Company 2

|                          |  |
|--------------------------|--|
| Products we compete with |  |
| Other ways we compete    |  |

Company 3

|                          |   |
|--------------------------|---|
| Products we compete with | [This competitor's product/service, what it does, and what it might do better than yours] |
|--------------------------|---|

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**Other ways we compete**

[Example: This competitor has a blog that ranks highly on Google for many of the same keywords we would like to write content on]

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## Market Strategy

### Product

[Describe the products with which you will enter the target market described in the section above. How will this product solve the challenges described in your buyer persona description(s)? What makes this product different from (or at least competitive against) your competition?]

### Price

[How much are you selling this product for? Is it competitive? Realistic for your customers' budget? Will you run any seasonal promotions/discounts associated with this product?]

### Promotion

[How will you promote this product? Think more deeply than your blog or social media channels. What about this content will drive value into your product?]

### People

[Who in the marketing department plays a role in your market strategy? Describe what each of them, or each team, will do to bring your market strategy success.]

## **Process**

[How will the product be delivered to your customer? Is it an ongoing service? How will you support their success with your product?]

## **Physical Evidence**

[Where is your product displayed? If you sell an intangible product, how would customers produce visible evidence of your business?]

# Budget

Outline the allocated budget you will need to manage each marketing initiative identified above.

| Marketing Expense                             | Estimated investment |
|---|----------------------|
| Printed marketing collateral and distribution |                      |
| Paid PPC/Social Media Advertising             |                      |
| Print Advertising                             |                      |
| Email Marketing                               |                      |
|   |                      |
| <b>Total</b>                                  |                      |

# Marketing Channels

Over the course of [current year], we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

## [Website/Publication 1]

|                            |   |
|----------------------------|---|
| Purpose of channel         | [Example: Brand Awareness]                    |
| Metrics to measure success | [Example: 50,000 unique page views per month] |

## [Website/Publication 2]

|                            |  |
|----------------------------|--|
| Purpose of channel         |  |
| Metrics to measure success |  |

## Social Media Platform

Purpose of channel

Metrics to measure success

## Social Media Platform

Purpose of channel

Metrics to measure success

## Social Media Platform

Purpose of channel

Metrics to measure success

