

**[Company Name]**

**Marketing Plan**

**For**

**[Timeframe]**

## Our Objective

[Summarize the overall objective of your marketing strategy and how it contributes to your company’s growth.]

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## Business Summary

### Our Company

[Outline where your company is based (location of HQ, other main offices), all the different products and services your company offers, and how long it has been running.]

### Our Marketing Team

[Briefly explain the structure of your marketing team (job titles and brief job descriptions) and any additional team members that your marketing team works with e.g. freelancers.]

### Our Mission Statement

[This section should contain the mission statement of your company and your main marketing objectives and tactics.]

## Company Objectives

[State the main objectives your company pursues:]

### Objective 1:

**Description:**

**Metrics to measure success:**

### Objective 2:

**Description:**

**Metrics to measure success:**

### Objective 3:

**Description:**

**Metrics to measure success:**

## SWOT Analysis

### Strengths:

### Weaknesses:

### Opportunities:

### Threats:

## Target Market

### Industries

[Name the industries that you’re planning to target with your marketing initiatives:]

**[Industry 1]**

**[Industry 2]**

### Buyer Personas

[Try to answer the following questions about your overall target audience:]

* Where are they located?
* What is their job title?
* What industry do they work in?
* How old are they?
* What are their goals or challenges? Pain points? Values?
* What can your product do to help solve their problems?

Now define your specific buyer personas by answering the same questions. (Many companies have 3-5 target personas)

**[Buyer Persona 1]**

**[Buyer Persona 2]**

**[Buyer Persona 3]**

## Competitor Analysis

[State which companies you are expecting to compete with in your target market and list the products/services you compete with.]

### Competitor One:

Products we compete with:

Channels utilized:

Tactics:

### Competitor Two:

Products we compete with:

Channels utilized:

Tactics:

### Competitor Three:

Products we compete with:

Channels utilized:

Tactics:

## Market Strategy

### Product

[Describe the products you will sell in your target markets, how they will solve your customers’ challenges, and how these products are different from your competitors’ products.]

### Price

[State and explain the price of your products, and if you’re planning to run any discounts or promotions.]

### Promotion

[Explain how you will promote your product, which channels and tactics you will use.]

### People

[Describe what each marketing team member’s role and responsibilities will be.]

### Process

[Explain how your product will be delivered to your customers or if the service is ongoing and if you provide any after-sales support and services.]

## Budget

|  |  |
| --- | --- |
| **Expense** | **Estimated Cost** |
| Software |  |
| Exhibitions & Events |  |
| Online Marketing |  |
| Content Marketing |  |
| PPC |  |
| Email Marketing |  |
| Social Media Marketing |  |
| Display Advertising |  |
| PR |  |
| Sponsorship |  |
| Direct Mail & Leaflets |  |
| **Total** |  |

## Marketing Channels

[List the channels you will use to create/increase brand awareness and generate leads. Add the main goal of each channel and how this will be measured.]

### [Website/Publication/Social Network 1]

Purpose of the channel:

Metric to be measured:

Goal:

### [Website/Publication/Social Network 2]

Purpose of the channel:

Metric to be measured:

Goal:

### [Website/Publication/Social Network 3]

Purpose of the channel:

Metric to be measured:

Goal:

### [Website/Publication/Social Network 4]

Purpose of the channel:

Metric to be measured:

Goal:

## Marketing Goals

[List the initiatives that the marketing team will pursue to achieve the marketing goals:]

### Initiative 1:

**Description:**

**Goal of initiative:**

**Metrics to measure success:**

### Initiative 2:

**Description:**

**Goal of initiative:**

**Metrics to measure success:**

### Initiative 3:

**Description:**

**Goal of initiative:**

**Metrics to measure success:**

## Marketing Action Plan

[Summarize your planned marketing activities in the table below:]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Activity** | **Owner** | **Timing** | **Buyer Persona** | **Goal** | **Cost** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

## Marketing Action Plan - Review

[Review your marketing activities at scheduled dates and adjust your strategy if necessary.]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Activity** | **Goal** | **1st Review Date** | **Result** | **New Goal** | **2nd Review Date** | **End Result** |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

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