

Marketing Plan



Executive Summary

This is a brief overview of the marketing plan, including the key goals and strategies.

Executive Summary:

Situational Analysis

This section analyzes your current marketing situation, including your target market, competition, and strengths and weaknesses. Though it may be hard, be honest with yourself. You can't improve if you don't start from an honest place.

Target Market/Audience:

Competitors:

Current Marketing Channels:

Current Marketing Channels:

Current Marketing Spend:

Marketing Strengths:

Marketing Weaknesses:

Marketing Goals & Objectives

This section defines your specific marketing goals and objectives, such as increasing brand awareness, generating leads, or driving sales. Remember, saying, "I want to sell more," isn't specific enough. You'll want to really take your time on this section and be specific.

Specific Marketing Goals:

Marketing Strategy

Here you'll outline your plans for reaching your target market and achieving your goals. Maybe you want to focus on a website, or social media, or even in-person event sponsorships. **These should be fairly broad.**

How I Will Achieve My Goals:

Marketing Tactics

This section describes the specific activities you will use to execute your marketing strategies. If your goal is to generate more leads, you may want to redesign your website, create specific landing pages for campaigns, or even change the contact form to be easier to fill out.

Specific Actions I Will Take To Achieve My Goals:

Budget

This section outlines the financial resources you will need to implement your marketing plan. When "times get tough" many people cut their marketing budget, when really it should be the opposite. You need to bring people in through marketing efforts to get more business.

Total Marketing Budget For The Year Will Be:

This Is How The Budget Will Be Used/Divided Up:

Timeline

Here you'll set deadlines for completing the various tasks in your marketing plan. Though it's good to stick to these goals, always remember that in marketing, you need to be flexible and agile.

When I Plan To Meet Each Goal:

Measurement & Evaluation

This final section describes how you will measure the results of your marketing plan and make necessary adjustments. Make your measurements and evaluation data driven, however also remember putting a price on branding is pretty tough to do.

Specific Metrics I Will Use:

The Level For Each Metric That I Want To Achieve:

Dive Deeper

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