

Marketing Plan Template

What is a Marketing Plan?

A marketing plan is a strategic document that outlines the specific actions and tactics your business will use to promote its products or services, reach its target audience, and achieve its marketing objectives.

Your marketing plan should include an analysis of the market, and target customers, as well as the marketing goals, budget, timeline, and implementation strategies of your business.

When to Use a Marketing Plan?

If you're going to implement any kind of marketing efforts, it's important to use a strategic marketing plan to guide those efforts and ensure they help achieve your business goals.

You should use a marketing plan when your business wants to launch a new product or service, enter a new market, reposition its brand, or achieve any kind of specific marketing objectives.

It helps to provide a structured approach and clear direction for the company's marketing efforts, ensuring that resources are allocated effectively and activities are aligned with the overall business goals.

How to Use This Template

Simply fill in each section with your specific business information.

This marketing plan template serves as a general guide that your business can use. If you need to add extra details or omit certain sections, feel free to do so.

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Marketing Plan

Business Summary

A brief summary (in two or three sentences) of what your business does and what your business's mission is.

Our Objective

Briefly outline the role your marketing team plays in growing your business. This can be written as a short statement based on the overall strategy outlined in the marketing plan below.

Marketing Team Outline

**Leave this section out if you plan to manage your business's marketing yourself. This is only necessary if you have multiple people contributing to your marketing plan.*

Team Member Name	Job Title	Description of Their Role

SWOT Analysis

It's important to understand what your business is good at to know what strengths it can capitalize on. It's also important to understand where opportunities and weaknesses lie to help guide and improve your marketing efforts.

Strengths	Weaknesses
What your business is good at	What you want to improve
Opportunities	Threats
What the market/industry might soon want or what will be your differentiator	What could hinder your growth or what might steal your customers

Marketing Initiatives, Goals, and Metrics

A high-level overview of the main things you want to achieve with your marketing plan, how you plan to achieve them, and how you will measure your success. This should be tied to a set timeframe - ideally a year.

Initiative 1:

Description	<i>Eg. Building an email marketing strategy to attract new leads and nurture them into customers.</i>
Goal	<i>Eg. To establish an engaged email list of potential and existing customers that we can use to increase promotional opportunities. To also increase customer retention with emails.</i>
Metrics to Measure Success	<i>Eg. Build an email list with 1000 subscribers and send emails with 30% open rates.</i>

Initiative 2:

Description	
Goal	
Metrics to Measure Success	

Initiative 3:

Description	
Goal	
Metrics to Measure Success	

**Rinse and repeat as necessary*

Target Market

A brief overview of who your customers are and who your marketing efforts will be geared towards. Here's a complete guide on [how to find your target audience](#) for more insights.

Market Segments

If you're targeting multiple industries or customer types, then outline them here. For example, a massage parlor might target athletes for sports massages, couples for romantic packages, and individuals for regular massages.

Industry/Customer Type 1	A short description of what industry or customer type you will be targeting. You can align this to different products or services your business offers.
Industry/Customer Type 2	
Industry/Customer Type 3	

Buyer Personas

Within your broad target market, you will likely have various types of customers. Create a short fictional persona of these different customer types, outlining things like their demographics, interests, and pain points.

Buyer Persona 1	
Buyer Persona 2	
Buyer Persona 3	

Pain Points

Even with multiple buyer personas, you will probably find that these different customers share common pain points. Make sure to list out these pain points to help make your marketing messages more compelling.

Competition

Outline which businesses you expect to compete against within your target market.

Business 1:

Products we compete with	A product or service that targets the same customers that you're after
Other areas we compete	This could be certain marketing areas that you will need to compete with. For example, they might have a blog post that ranks well for a keyword you want to

target.

Business 2:

Products we compete with

Other areas we compete

**Rinse and repeat as necessary*

Use this information to establish what sets your business apart from the competition and what your unique selling proposition (USP) is. Outline this here.

Market Strategy

Now that you know what customers you're targeting and who you're competing against, you can outline a broad market strategy to follow. This should include the following areas of focus:

Product

- Explain the products/services you will use to reach your target market
- Explain how these products/services address your target audience's pain points
- Explain how your products/services differ from your competitor's

Price

- How much are you selling your products/services for?
- Ensure this is realistic for your target audience's budget as well as competing against your competitor's

Promotion

- How will you promote your products/services?
- List all of the marketing channels you plan to use. Ensure this aligns with your target audience's behaviors and that you can compete against your competitors with these channels

People

- Who will be responsible for executing your marketing strategy?

This provides a broad overview of how you will promote your product in the most strategic way possible.

Budget

You know what marketing channels and tactics you will use, so now it's important to establish what kind of marketing budget you will need. Use the following template to figure this out:

Marketing Tactic/Expense	Estimated Price
<i>Eg. Facebook ad campaign</i>	<i>\$500</i>
Total	

This provides a very broad overview of your marketing budget You can follow our complete guide on [how to create a marketing budget](#) for more steps and insights.

Marketing Channels

This is where you go into more detail about the specific marketing channels you will use, what you aim to achieve with each channel, and how you will measure success. This can be tied to your marketing initiatives and goals outlined at the start of this marketing plan.

Marketing Channel 1: *Eg. Blog*

Goal of channel	<i>Eg. Brand awareness</i>
Metrics to measure success	<i>Eg. 2000 page views per month</i>

Marketing Channel 2:

Goal of channel	
Metrics to measure success	

Marketing Channel 3:

Goal of channel	
Metrics to measure success	

**Rinse and repeat as necessary*

Marketing Plan Timeline

It might not be practical to implement all of your marketing efforts, channels, and ideas at once. This is why it's a smart idea to have an implementation timeline to follow, to make it easier to roll out your marketing strategy more effectively.

Of course, you can skip this step if you do plan to implement everything at the same time - this all depends on your marketing plan.

Here's an example that you can use (feel free to swap "week" with specific dates or months):

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Implement	<i>Eg. Publish email signup form</i>					

This is a very broad overview of how you will roll out your marketing plan. It's also advised to use a social media calendar and content calendar for a more detailed overview of what posts/videos/blog posts you will publish and when.

Marketing Tools

Outline what marketing tools and technology you will need to implement your marketing plan. This depends on your marketing channels and tactics. For most businesses, the following marketing technology is essential:

- Website builder
- Email marketing software
- Lead generation tools
- CRM
- Marketing automation platform
- SMS marketing software
- Referral marketing platform
- Advertising management tools
- Social media tools

The list can go on depending on your business. The best solution is to use an all-in-one marketing platform that provides convenient access to all the marketing technology you need. This is more affordable and far easier to use.

With [Propel IQ](#) you get all of these tools, and more, wrapped up in a single easy-to-use platform. Taking an all-in-one approach to your marketing software makes it a lot easier to implement a robust marketing plan for your small business.

[Book a demo](#) if you'd like to see how Propel IQ can help you execute a more powerful marketing plan that delivers better results.
