**Thank you for downloading the business.com** [**marketing plan template**](https://www.business.com/articles/sample-marketing-plan-outline-and-template/)**!**

**[Your business name]**

**Marketing Plan**

Prepared [date]

[Preparer name, title]

[Preparer email address]  
[Company website]  
[Phone number]  
[Physical address]

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# Executive Summary

The executive summary should be a high-level overview that summarizes all of your marketing plan's components. The key with this section is to be brief, yet exciting.

An executive summary is often written after you've completed the rest of the marketing plan, to ensure it covers all of the important elements of your plan.

# Company Overview & Mission

**Our Company**This section should include:

* Company name
* Headquarters/locations
* Mission statement

**[Get more tips on** [**how to write a mission statement**](https://www.business.com/articles/writing-a-vision-statement/)**.]**

# Marketing Team

List the roles of each member of your existing marketing department.

* Marketing leader (name, role, job description)
* Team member (name, role, job description)

**New Marketing Positions**

If you plan on hiring more personnel, list the types of roles you require and if any specific training or certifications are needed. Think about your overall goals, and highlight how and why these roles are vital to your company's success.

# Target Market

**Industries**

Summarize the industries your business currently markets to or will target within the coming year.

Industry examples:

* Food service
* Retail
* Entertainment
* Education
* Finance

**SWOT Analysis**  
A SWOT (strengths, weaknesses, opportunities and threats) analysis is a planning process that helps businesses overcome challenges and determine what new leads to pursue. A SWOT analysis is recommended for new businesses, as well as businesses entering new markets or industries.

**[Learn how to conduct a** [**complete SWOT analysis**](https://www.business.com/articles/swot-analysis-for-small-business-planning/)**.]**

|  |  |
| --- | --- |
| Example: SWOT Analysis | |
| Strengths | Weaknesses |
| Opportunities | Threats |
|
|

**Buyer Personas**

In this section, clearly define who your target customer is, where you will find them, how you will reach them and, most importantly, how you will sell your product or service to them.

You may have multiple target customer segments, such as both businesses and consumers. Developing a buyer persona for your customers helps you define each type and target them more effectively.

Once you identify your target customers, you should create a full demographic profile for them. Whether they are a consumer or a business will determine if your solution/product is B2C (business to consumer) or B2B (business to business).

**[Get more details on** [**how to create a buyer persona**](https://www.business.com/articles/build-customer-personas/)**.]**

**Consumer profile:**

* Age
* Gender
* Location
* Income
* Occupation
* Education level
* Interests
* Shopping and buying habits

**Business profile:**

* Industry
* Location
* Size
* Stage in business (startup, growing, mature)
* Annual marketing budget
* Challenges

**Competitive Analysis**  
List your top competitors and examine their strengths and weaknesses against your own company. What competitive edge do you have? In what areas do they outperform you?

**[Check out some tips on** [**how to beat the competition**](https://www.business.com/articles/5-ways-to-beat-competition/)**.]**

|  |  |  |
| --- | --- | --- |
| Example: Competitive Analysis | | |
| Competitor name | Comparative strengths | Comparative weaknesses |
|  |  |  |
|  |  |  |
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# Go-to-Market Strategy

**Product**Describe the products or services you will be marketing and how they appeal to your target market. What challenges does your target market have that your product will solve? How does your product or service stand out against the competition?

**Place**Where will you promote the products and services? Online? In the store? Explain how and where you will reach your target customer.

**Price**Explain the pricing structure for your products/services. How does this compare to your competitors and appeal to your target market? Will you offer discounts and promotions?

**Promotion**How do your customers find out about your company? What promotional strategies and marketing channels will you use and why?

**Marketing Channels**

Below is a list of the potential marketing channels you might utilize. For each channel, explain its purpose and metrics to measure its success.

* Website
* Social media
* Email
* Content (e.g., articles, whitepapers, case studies)
* Video
* Events
* Direct mail
* Referrals

# Marketing Goals

This section should outline the marketing goals that will support the company's main initiatives.

|  |  |  |  |
| --- | --- | --- | --- |
| Example: Marketing Goals | | | |
| Company initiative | | Marketing goal | Measurement of success |
| **1** | *Example: To become the go-to product review website for small business owners* | *Example: To improve our organic rankings and increase our website traffic by 30%* | *Example: 20,000 new website visits per month* |
| **2** |  |  |  |
| **3** |  |  |  |

**KPIs & Performance Benchmarks**

How will you measure the success of your marketing goals? You need to assign a KPI to each goal and a timeline in which you plan to measure them. Here are some examples of marketing KPIs:

* Lifetime value of a customer (LTV)
* Cost of customer acquisition (COCA)
* Marketing qualified lead (MQL)
* Sales qualified lead (SQL)
* Conversion rate
* Cost per conversion
* Web traffic
  + Sessions, users, page views, pages per session, bounce rate, click-through rate
* Email
  + Delivery rate, unsubscribe rate, open rate, click-through rate, conversation rate
* Social media
  + Social shares, impressions, engagement rate

**[Learn more about** [**which business metrics you should track**](https://www.business.com/articles/business-metrics-to-track-for-success/)**.]**

# Marketing Action Plan

The action plan is where you list the specific marketing strategies and tactics you will implement to achieve the marketing goals. Include both short- and long-term strategies as well as the day-to-day activities that support them.

|  |  |  |  |
| --- | --- | --- | --- |
| Example: Action Plan | | | |
| Marketing goals | Marketing strategies | Activities | KPIs |
| *Example: Improve our organic rankings and increase our website traffic by 30%.* | *Example: Create bottom-of-the funnel gap content to drive more traffic.* | *Example: Research and develop content briefs for new articles and hire freelance writers.* | *Example: Publish and promote 10 new articles a month.* |
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# Tools & Resources

Which tools, software, resources and training programs will your team need to succeed? List each resource and your ultimate goal for that resource, along with the strategies you will implement to achieve it.

*Don't forget – if you're looking for the right* [*sales and marketing solutions*](https://www.business.com/marketing/) *for your business, we can help.*

|  |  |  |  |
| --- | --- | --- | --- |
| Example: Marketing Tools & Resources | | | |
| Resource | | Goal | Strategy |
| 1 | *Example: Hootsuite* | *Example: Organize all social media accounts under one platform to measure ROI.* | *Example: Develop a social media dashboard for easier reporting.* |
| **2** |  |  |  |
| **3** |  |  |  |

# Marketing Budgets & Expenses

What are the costs associated with your marketing plan? A typical marketing budget includes some of the following expenses:

* Tools and resources
* Pay-per-click campaigns
* Marketing personnel pay (salary and commission)
* Food/travel costs
* Trainings and certifications
* Events
* Promotional incentives and prizes

|  |  |  |
| --- | --- | --- |
| Expense | Projected annual value | Project ROI |
| *Example: Hootsuite* | *Example: $3,000* | *Example: $10,000* |
|  |  |  |
|  |  |  |
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