



---

“It’s not about ideas; it’s about making ideas happen”

## Marketing Planning Template

A simple easy to execute Marketing Plan for the busy business owner!



### **How to use this document:**

1. Download it to your computer
2. Read the template to understand each section
3. Start creating!

**1. BUSINESS ANALYSIS: Your reason for starting your business is at the core of all your marketing activities.**

My reason for existence – remind yourself why you started this business, your reason for being!			
What sets my business apart from my competitors – what makes you different? (USP)			
What are my business goal(s) this year - Take a look at your challenges and discover opportunities.			
<b>Financial Goals:</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
Target \$ and % increase. Break it down to monthly targets.	10%	12%	15%

**2 CONSUMER ANALYSIS: Who are your customers? Describe who they are and what they do? Your Target Market!**

Demographics - describe your ideal customer?	
Psychographics – what does your ideal customer like to do?	

**3. CUSTOMER SEGMENTATION: Where are your customers coming from?**

Online, Walk-ins, Referrals, Advertising	
--	--

**4. COMPETITIVE ANALYSIS: How do you compare to the competition? Take a snap shot with this basic comparison chart.**

	YOU	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
Features:				
Benefits:				
Price:				
Promotions:				
Point of Difference:				

**5. MARKETING GOALS: What do you want to accomplish this year? What challenges are you facing you want to turn into opportunities! THIS IS YOUR CHANCE TO GET IT RIGHT SO THINK CAREFULLY AND THINK BIG!**

List your top 5 Marketing Goals:	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>
----------------------------------	--

<b>6. Marketing Strategy:</b> How are you going to achieve your goals? Think about the 4p's: product, price, promotions & place. <b>Note: Price and Promotions are two key areas you need to focus on to drive sales.</b>	
Product/Service: Describe any changes, updates or innovations you want to implement.	
Promotions: Focus on select promotions that will drive the most sales. Go back to your marketing goals and ensure these are in line with your promotions. <i>Promotional activities to consider include: Coupons, Free offers, Sampling, Limited time offers, Training programs, Loyalty campaigns, Seasonal/Holiday promotions, Free with purchase deals, Online offers. Need a promotional plan template? Contact me.</i>	
Pricing: Are you priced well against your competitors and do you offer value for money? Do you want to make changes in your pricing model? Also consider your supplier prices and make changes as necessary.	
Place (Distribution): Describe where you want your product or service to be sold.	
<b>7. Web Plan:</b> it is important to have an online presence that you can manage and keep up with. Focus on platforms you know you can handle. For small businesses, having a good social media plan and a well laid out website is a great start. <b>Want to learn how to turn your Facebook page into an income generator – contact me!</b>	
<b>Social Media Plan:</b> Do you want increase fans (brand building) or convert fans to paying customers (sales). Focus on a few platforms that make the most sense for your business. Facebook, Twitter, LinkedIn, Pinterest, Google+? You do not need to be on all.  What are your social media objectives? 1. Increase fans: if you have a low fan base or just starting out on social media, you will want to focus on brand building efforts to increase fans to convert to paying customers.  2. Convert fans to paying customers: depending on your product have a store front, provide free offers to increase trial, provide an incentive to sign up to your mailing list!	
<b>Website:</b> Is your website easy to navigate, have a sign up area and social media plug ins? How often do you update your site?	
<b>8. MARKETING MATERIALS:</b> What materials do you need to create or update?	
Flyers, posters, brochures, video presentations, images for social media posts, product images++	
<b>9. Resources:</b> How are you going to do this? You cannot do everything on your own!	
What programs can you create and execute internally? Which ones do you need to hire a consultant to help with?	
<b>10. Budget:</b> Set a budget for the year, thinking carefully about your return of investment. How much are you willing to spend per month to reach your marketing goals? <b>Need a budget template? Please contact me at <a href="mailto:farzanahmo@gmail.com">farzanahmo@gmail.com</a></b>	