

Marketing Plan

// Summary

- Give a brief overview of your strategy

Summarize your marketing plan in a few sentences. It's best to complete this part after you've finished the other steps. As your plan evolves, your general summary will also change so it's easiest to summarize the plan once it's complete.



// Marketing Strategy

- Create a plan to take your product or service to market

Your marketing strategy is the method you will follow to enter your product or service to the market. In order to create a strong marketing strategy, you'll need to do your market research. Make a SWOT analysis, create your buyer personas and complete a competitive analysis to have a full understanding of what your market looks like and where you can make the most impact.

- What is your unique value proposition? Clearly define a marketing strategy that works best for your company's individual strengths and weaknesses. Instead of comparing different methods in the market, focus simply on what your *technique* will be.
- Why did you choose this strategy? Explain the key elements that led you to this strategy and the reasoning behind your decisions.
- How do you define your marketing mix? List your 4Ps (Product, Place, Price, Promotion).

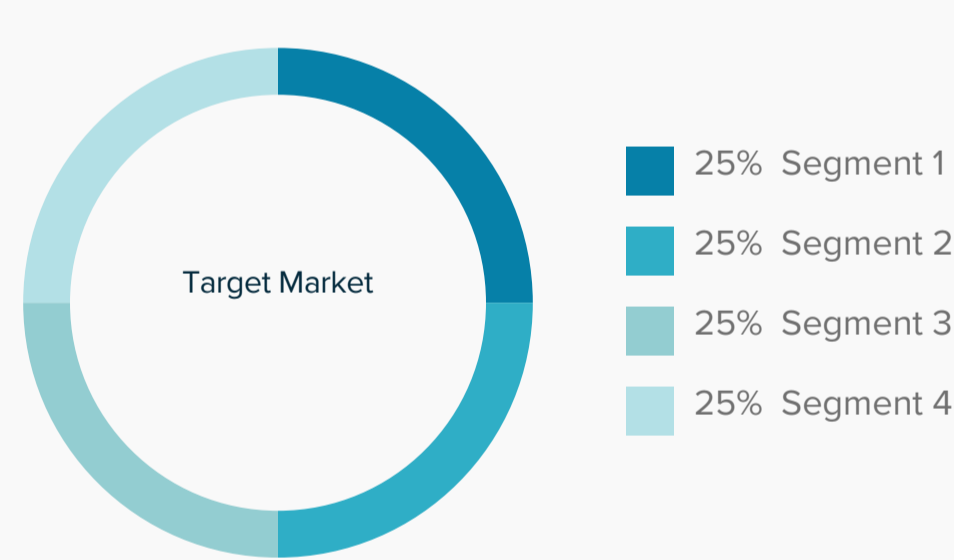
// Objectives

- Define your SMART marketing goals

- Clearly outline your organization's core goals. What are you trying to accomplish?
- Set SMART goals: Specific, Measurable, Achievable, Realistic, Timely.
- Define both the short and long-term marketing objectives. Setting these objectives will improve overall planning and help you develop new objectives over time.

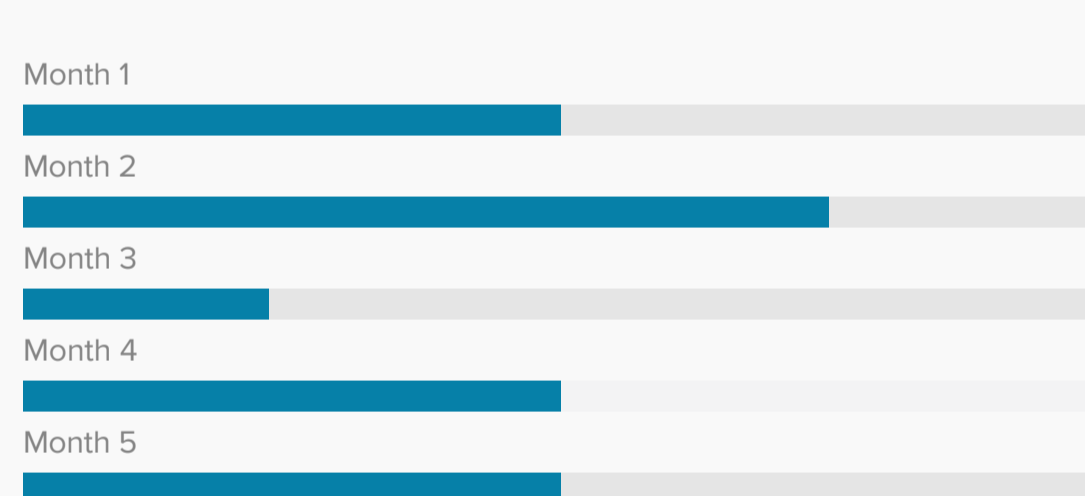
// Target Market

MARKET ANALYSIS



// Market Growth

MONTHLY GROWTH



// Key Performance Indicators

- Measure the performance of your marketing efforts

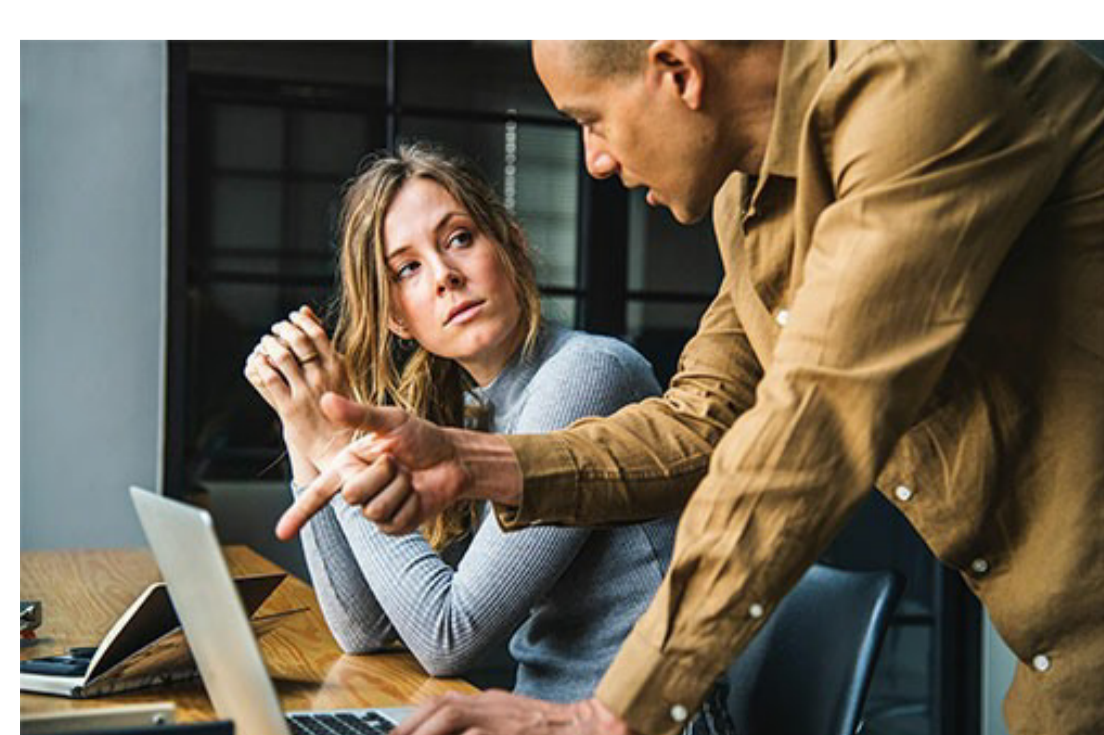
Key Performance Indicators (KPIs) are measurable values that show if your company is reaching its business objectives efficiently. In order to evaluate whether your organization is aiming at the right target, you'll need to define strong KPIs specific to your goals. Some examples of useful KPIs are sales revenue, inbound marketing ROI, cost per lead, customer value, new contract rate, page conversion rate and organic and social traffic.



// Promotion Strategy

- Showcase how your product will interact with the target

- What channels will you use to promote your product/service?
- What type of campaigns are you planning for your promotion strategy?
- Define how you will reach your target market. There are numerous tactics, such as TV or print ads, trade show marketing, online advertising and event marketing. Consider where you will be most likely to meet your target audience.



// Implementation

- List the steps you'll take to achieve defined goals

After defining the key elements of your marketing plan, clearly outline how you will achieve these goals and objectives. This is the section where you describe how your marketing plan fits in with your budget and the specific steps you plan to take to reach your goals. Including your budget in your marketing plan will make the plan tangible and allow you to have a better awareness of any possible setbacks that could pop up along the way.