

MARKETING PLAN

A marketing plan is a roadmap that outlines your marketing strategy and tactics to achieve your goals. Reasons to create a marketing plan include helping you set clear objectives, define your target market, identify customer needs and build out tactics to increase sales.

Another benefit is prioritizing activities and allocating resources, including time, money, and staff to identify the most effective marketing channels and activities that generate the highest return on investment.

Overall, a marketing plan helps determine the metrics to measure the effectiveness of marketing activities and choose the most appropriate based on resources and market conditions.

Sample marketing plan questions:

- › **The problem you solve.** Describe the customer pain points you solve with your product or service.
- › **The target market you sell to.** If there's more than one target market, list them all. Be as specific as you can.
- › **If you've created a customer profile, outline the details.** Have you thought about creating one of more customer profiles of the specific type of people you plan to target?
- › **The channels you use to distribute to your customers.** What methods will you employ to sell your goods or services? Make a note of each here. For example, you might sell online, through third-party websites, direct via a retail outlet etc.
- › **Build credibility.** Describe steps to improve your credibility (industry knowledge and experience, speaking at industry events, generated positive stories, proven track record).
- › **Partnering and collaboration.** Identify two or three possible marketing partners who sell to the customers you want to reach. Discuss how you'd plan a joint marketing initiative.

1. STRATEGIC OVERVIEW

The problem you solve

The target market
you sell to

If you've created a customer profile, outline the details

The channels you use to distribute to your customers

Building credibility

Partnering and collaboration

2. DIGITAL PLAN

Website optimization

Creating online leads

Content marketing

Marketing automation

Search engine optimization

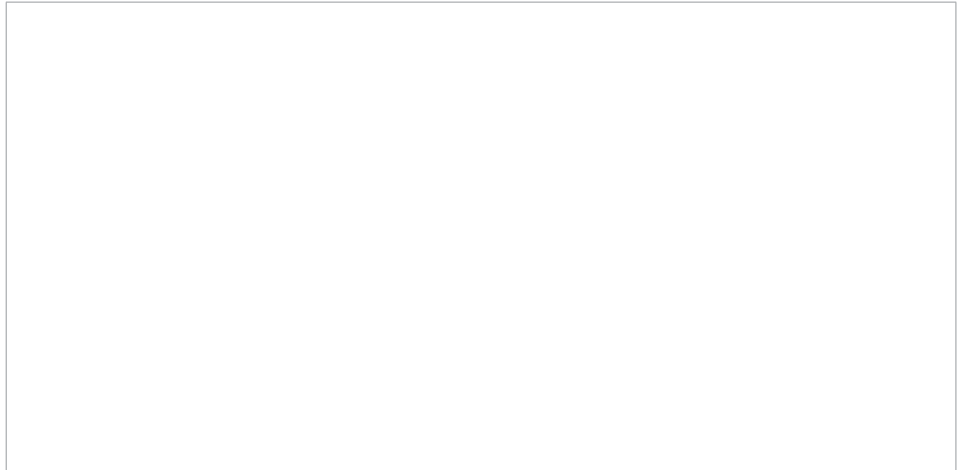
Online advertising

3. PRICING

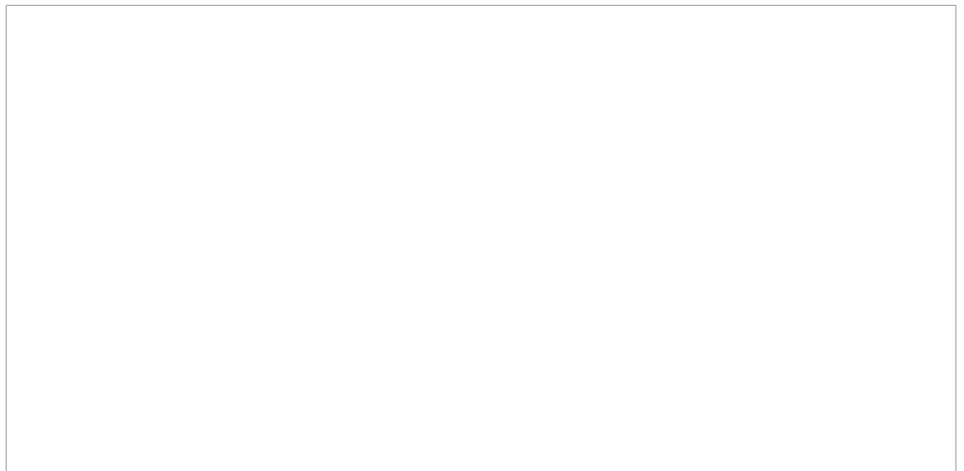
The price you sell for each of your products or services



Compare your price with competitors



Justify why you've priced the way you have (high, medium, low)



4. MARKET RESEARCH

Direct market research

Customer insights

Competitors insights

Future trends

5. SWOT

Fill out the SWOT analysis below by listing your business's strengths, weaknesses, opportunities and threats in the left column. Detail how you could lower or increase their impacts in the right.

Strengths	I will maximize them by:

Weaknesses	I will minimize them by:

Opportunities	I will maximize them by:

Threats	I will minimize them by:

**What's your chosen
SWOT strategy?**

6. COMPETITOR ANALYSIS

Your main competitor

Strengths	Weaknesses

How will you combat their strengths and target their weaknesses?

Other key competitor

Strengths	Weaknesses

How will you combat their strengths and target their weaknesses?

7. COMPETITIVE ADVANTAGE

**What makes your
business different**

**Communicating
competitive advantage**

**Defending competitive
advantage**

**Intellectual property or
assets**

8. SOCIAL MEDIA

Blog	<input type="text"/>	TikTok	<input type="text"/>
Facebook	<input type="text"/>	Tumblr	<input type="text"/>
Instagram	<input type="text"/>	Website	<input type="text"/>
LinkedIn	<input type="text"/>	X	<input type="text"/>
Pinterest	<input type="text"/>	YouTube	<input type="text"/>
Threads	<input type="text"/>	Other	<input type="text"/>

Which social media platforms will your business utilize and why?

9. NEW CUSTOMER ACQUISITION PLAN

Your ideal prospect

Prospects pain point

**Customer search
behavior**

Leads into customer's

10. ADVERTISING

Advertising message

Advertising tactics

What are the features, advantages and benefits of your products and services?

11. OTHER MARKETING INFORMATION