

Marketing Plan Template

Name of Business: _____

Business Address: _____

Business Telephone: () _____

Name of Business Owner: _____

Address of Business Owner: _____

Owner Telephone: () _____

Marketing Plan:

Before you write a Marketing Plan you must first answer these questions about your business to help you frame your marketing objectives:

Business Description:

Nature of the Business: Briefly describe the type of business: (i.e. retail, wholesale, service, etc.)

Product or Services:

Describe your product or service:

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Distribution:

How will your product or service be made available?

Industry:

Describe the size of your industry in number of potential customers/clients or in number of businesses in the industry:

Briefly describe the prevailing trends within the industry:

Customers:

Who will buy your product or service?

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Where are your customers located? Please be specific.

Describe your customer profile:

For consumers: age, sex, income, profession, lifestyle, education and family size

For businesses: type of business, sales, size, number of employees and number of years in business

Competition:

Who are your major competitors? Where are they located?

Competitor Analysis:

A competitor analysis is an assessment of the strengths and weaknesses of current and potential competitors. This analysis provides both an offensive and defensive strategic context through which to identify opportunities and threats.

For example, if I made baked goods I would make a list of all the bakeries, major grocery stores, bodegas, etc. that would be my potential competition. And, then I would list all of the potential characteristics of those companies (products, services, background, marketing, facilities, personnel, business strategies, etc.)

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Lili's Bakery – Competitive Analysis

	Type of Baked Good	Price Points	Location	Customer Service	Specialty	Delivery	Coffee	Online Ordering	Credit Cards
Bakery Shop #1	Bagels, cupcakes	\$5-15	Downtown	7	none	Yes	Yes	Yes	Yes
Grocery Store	Bagels, cupcakes, cakes, breads	\$1-60	Bushwick	5	Generic cakes - cheap	No	No	No	Yes
Cake Man Raven	Cupcakes and cakes	\$5-100	Fort Greene	9	Red velvet cake	No	No	No	Yes
Bodega	Bagels, prepackaged baked goods, doughnuts	\$1-50	Fort Greene	2	none	No	Yes	No	Yes

- The more competitors and characteristics one uses in a competitor analysis the better.
- In the process of conducting research in person, over the phone, on-line, etc. you will begin to better understand your position in the market place. By noticing what is missing in the market place you can decide what to provide.
- Through a competitor analysis you will begin to understand how you can provide your product or service cheaper, faster or better than the competition.

Position in the Marketplace:

How will your product/service be different from that of the competition?

Ideal Image:

Describe how your ideal image will be perceived:

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Pricing:

How will you price your product or service?

Are your prices competitive? Show comparisons:

Are cheaper products available? Are they of the same quality? List them:

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SWOT Analysis:

A SWOT Analysis captures the key strengths and weaknesses within the company and describes the opportunities and threats the company is facing:

<p>Strengths: What do you do well? What unique resources can you draw on?</p>	<p>Weaknesses: What could you improve? Where do you have fewer resources than others?</p>
<p>Opportunities: What good opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?</p>	<p>Threats: What trends could harm you? What is your competition doing? What threats do your weaknesses expose you to?</p>

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Marketing Plan Goals and Objectives:

Now that you have answered the questions and have a better idea of how your company should be positioned in the market it is time to create a detailed marketing plan.

When marketing their products companies need to create a successful mix of:

- the right product
- sold at the right price
- in the right place
- using the most suitable promotion

You will create a marketing plan using 3 kinds of marketing activities as guides:

1) Promoting: which includes anything to let folks know about your product in a systematic way. For example: developing marketing materials, newsletters (e-news, or in print), e-mail marketing, creating a wholesale kit, website optimization (pay per click, etc.), direct mailers, postcards, sponsoring booths or events, etc.

2) Networking: attending industry events and conferences, building client database, building b2b (business to business) database, joining associations, creating a referral program with another business, etc.

3) Public Relations: creating a press kit, sending the press kit to the media, writing a blog, being an expert speaker at an event, etc.

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When writing a marketing plan you will detail what activities your company will do to promote your product and create a calendar and budget to help you organize your activities:

1. Brainstorm all the different kinds of activities your company can do to promote your product. You should remember that as your business is getting started marketing is one of the most important aspects to help get your business underway.
2. After you brainstorm choose which activities you actually want and can afford to implement. List out all of these activities in order of importance.
3. You will create a To-Do List of tasks for every activity on your list.

For example:

Activity: Create an e- newsletter

To-Do List:

- Sign-up for e-mail marketing tool
 - Enter all business contacts into e-mail marketing database
 - Write articles for newsletter
 - Get testimonials from clients
 - Get pictures for newsletter
 - Put newsletter together, send draft to be edited to friends
 - Schedule newsletter send date - and send
4. Create a six month calendar that will outline when you plan on completing each activity. Assign every task a deadline and cost and enter those deadlines into the calendar. When you are done assigning every task a cost - you will have a marketing budget.

After you have completed these tasks you will have a marketing plan and marketing budget.

A sample calendar is shown on the next page. This calendar only depicts one activity completed in one month.

Ideally, a start –up business would be working on 5-15 marketing activities a month.

Month 1

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Sign-up for e-mail marketing tool Cost: \$50	2 Enter all business contacts into e-mail marketing database	3
4	5 Write articles for newsletter	6 Write articles for newsletter	7 Write articles for newsletter	8 Write articles for newsletter	9 Write articles for newsletter	10
11	12 Get testimonials from clients	13 Get testimonials from clients	14 Get testimonials from clients	15 Get pictures for newsletter	16 Get pictures for newsletter	17
18	19 Get pictures for newsletter	20 Put newsletter together	21 Put newsletter together	22 Put newsletter together	23 Send draft to friend for review	24
25	26 Send draft to friend for review	27 Put final touches on newsletter	28 Put final touches on newsletter	29 Put final touches on newsletter	30 Activity Completion: Send out e-newsletter Total Cost: \$50	31

Boost Your Business Questionnaire

The **Business Outreach Center Network** together with **X1.0 Technology and Design** services are sponsoring an exciting competition open to NYC small businesses.

An ideal winner of this competition will be able to fully explain their business model and detail their marketing activities through their marketing plan (pages 1-9). In addition, the successful applicant should also explain how winning the competition will positively impact their business (questions below).

How will a website, business card or flyer help your business?

For example, will an online presence help build brand recognition, increase sales? If so, how?

How does a website fit into your overall marketing plan? Is it key to moving forward?

Why do you deserve to win the “Boost Your Business” competition?

If a website, business card or flyer is key to your marketing efforts what has stopped you from creating these materials thus far?
