

Small Business Marketing Plan Template

Company Name:

Project Name:

Employees on the Project:

State Your Mission

What is your main overall objective for this marketing plan? For example: I will use an integrated marketing campaign to increase brand awareness.

List Business Marketing Goals

List more detailed goals. Do not be general here, you want to establish specific goals to follow by thinking about key performance indicators. For example: I will improve my net sales by x amount, or I will increase the number of contracts signed per period by x

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Complete an Audit

Use SWOT (strengths, weaknesses, opportunities, threats) to analyze your current marketing strategy, online presence, social media accounts, and published content.

Strengths =

Weaknesses =

Opportunities =

Threats =

Conduct Market Research

This is where you look into the competition to see the current state of the market. A tip would be to perform a SWOT analysis on your competitors. Also look at different trends happening in the market, what's working, what isn't?

Top 5 Competitors		Strengths, Weaknesses, Opportunities, Threats
1		
2		
3		
4		
5		

Determine The Target Audience

Using your market research, create a buyer persona so you can establish the kind of person you are trying to attract. Pro tip: you can create multiple personas to attract different kinds of people.

Name:	Name:
Demographics:	Demographics:
Goals:	Goals:
Frustrations:	Frustrations:
Motivations:	Motivations:
Preferred Channels:	Preferred Channels:

Develop A Marketing Strategy

This is where you map out the exact step you will take in order to reach your goals. Get as detailed as possible with this. You can ask yourself questions like: Will you be using an SEO strategy to increase traffic to your site, do you need to hire a project manager, will you be using email marketing and if so how often will you be emailing prospects.

Set A Marketing Budget

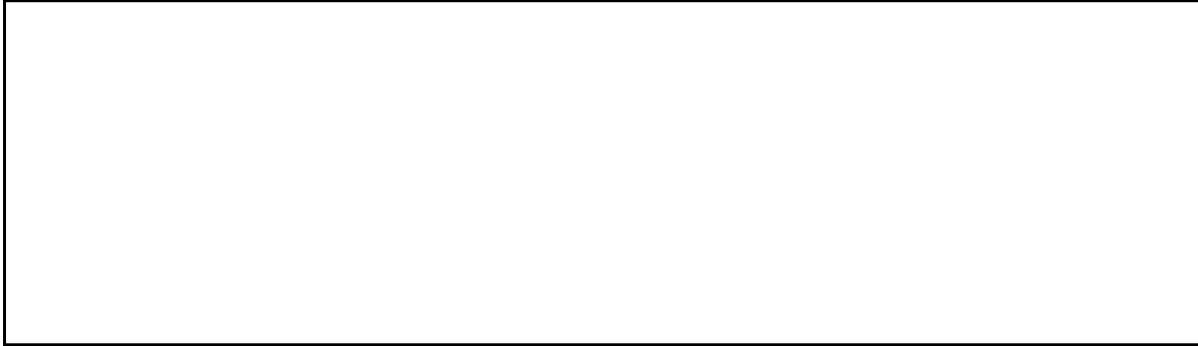
Think about how much you think you need to spend in order to make your plan profitable.

Create and Stick to an Implementation Schedule

Create a deadline for when you want to achieve your goals and work backwards. Give yourself realistic deadlines for each step of your plan and think logically about certain steps that make sense to put before others. Timing is key, maybe there are certain life events (holidays, sports events etc) happening around your campaign - be sure to see if those can affect your deadlines or not.

Review

Review your plan and make sure everything works together. This can also be where you plan for business risks, safety nets, and mitigation processes should something go wrong.

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