Marketing Plan Template

This template should help guide you through outlining and writing your marketing plan.

Introduction

Explanation:

Write a short description here about what you aim to achieve with this marketing plan.

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1. Understanding your market

1.1 Who are your customers?

Explanation:

In this section think about your personas for both current and potential customers.

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1.2 Who are your competitors?

Explanation:

Take time to consider who your competitors are and why your customers or potential customers (as described in 1.1) might choose their product/service over yours.

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1.3 What marketing activity you could be associated with?

Explanation:

Are there any opportunities to be involved in other marketing activities, aside from your own campaigns, for example local events.

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2. Identifying opportunities

2.1 What are our strengths?

Explanation:

Think about your strengths; compare your product/service to your competitors.

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2.2 What could we improve on?

Explanation:

Are there any aspects of your product/service which are weak? Have you had any negative feedback on your offerings?

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2.3 What opportunities are there?

Explanation:

Which of your strengths are not being made the most of? What trends in your marketplace are there that are unrecognised by yourself or your competitors at the moment, are there any niches or gaps that your product/service could fill? Are there any additional uses for your product/service which you could exploit?

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2.4 What obstacles may you come up against?

Explanation:

Think about what obstacles may hold you back or stop you implementing your plan. Maybe there are financial issues or time issues. These obstacles could be both internal or external.

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3 Objectives

Explanation:

Develop what you stated in your introduction. This should be your SMART goals. Give each objective a deadline to be achieved by. You will also need to look at the resources you need to meet these objectives.

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4 Strategy and action plan

4.1 Target audience

Explanation:

Describe your personas in even more detail than before, possibly adding information about their work and personal lives. This will help you decide upon ways to connect with them.

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4.2 What products/services can we offer them?

Explanation:

Think about what product/services you might be able to offer your target audience to help you achieve your objectives.

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4.3 How can we entice these people to take up the offer?

Explanation:

Will you need to offer an incentive to people who take up your offer or will just telling people about it be enough?

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4.4 How do we communicate this offer?

Explanation:

In this section think about your budget and through which channels you need to advertise to reach your target audience, maybe it’s social media, a blog, or more traditional advertising.

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4.5 Action Plan

Explanation:

Use the table below to summarise your strategy.

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| **When** | **What** | **Target Group(s)** | **Objective(s)** | **Cost (if any)** |
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5 Reviewing your plan

Explanation:

Identify how you will know that your plan has been a success. Put timescales and measures for success against each activity in your action plan. Make sure that these are realistic, and set yourself measures to make sure you are on track and can reassess if not.

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| **Activity** | **1st review date** | **Measure of success at 1st review** | **2nd review date** | **Measure of success at 2nd review** | **End date** | **Measure of success at end date** |
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