

# MARKETING PLAN TEMPLATE

# INTRODUCTION

A marketing plan should not be something you put together at the last minute as an afterthought. After having worked with numerous small businesses and Managers, I have realized that in the larger scheme of things from a small business owner's perspective, while marketing is an important part of success, it is not often high on the to-do list. Allocating funds for rent, utilities, labor, day to day operations, often takes precedence over marketing. Most SMB owners don't know enough to develop a good marketing plan. So, even if they want to do it right, they may not have the requisite expertise to do it in the way that it will have any positive impact on their bottom line.

Developing an effective marketing plan does not happen by accident. A lot of thought and effort goes into it. An effective marketing plan has to be comprehensive, integrated with the day to day operations and takes a 360 perspective of the business. It is also important to remember that any marketing plan is a living document, something which will need to be adjusted based on the changing market scenario.

So, here is what I believe, the key components of an effective marketing plan.

## **PART 1: OVERVIEW OF STRATEGY**

- MISSION
- VISION
- VALUES

## **PART 2: GOALS & TARGETS**

- MARKETING GOALS
- RESEARCH
- BRANDING
- NICHE MARKETS
- SALES TARGETS

## **PART 3: MARKET ANALYSIS**

- TARGET MARKETS
- DEMOGRAPHICS
- COMPETITION
- MARKET TRENDS
- P.E.S.T. ANALYSIS
- S.W.O.T. ANALYSIS

## **PART 4: MARKETING STRATEGY**

- PRODUCT DESIGN
- PRICING STRATEGY
- CATALOGS
- ADVERTISING
- PUBLICITY
- ONLINE MARKETING
- PROMOTIONS
- TRADE SHOWS
- SALES TEAMS

## **PART 5: MARKETING BUDGET**

- ASSUMPTIONS
- PROJECTIONS

# **PART 1: OVERVIEW OF STRATEGY**

**A. MISSION:**

**B. VISION:**

**C. VALUES:**

## **PART 2: GOALS & TARGETS**

**A. MARKETING GOALS**

**B. RESEARCH**

**C. BRANDING**

**D. NICHE MARKETS**

**E. SALES TARGETS**

# **PART 4: MARKET ANALYSIS**

**A. TARGET MARKETS**

**B. DEMOGRAPHICS**

**C. COMPETITION**

**D. MARKET TRENDS**

**E. P.E.S.T. ANALYSIS**

**F. S.W.O.T. ANALYSIS**

# **PART 5: MARKETING STRATEGY**

## **A. PRODUCT DESIGN**

## **B. PRICING STRATEGY**

## **C. CATALOGS**

## **D. ADVERTISING**

## **E. PUBLICITY**

## **F. ONLINE MARKETING**

## **G. PROMOTIONS**

## **H. TRADE SHOWS**

## **I. SALES TEAMS**



# **PART 6: MARKETING BUDGET**

## **A. ASSUMPTIONS**

## **B. PROJECTIONS**