

Marketing plan for [insert company name]

Date:

Goals

- These should be SMART – specific, measurable, attainable, realistic and timely
- Try and keep it to 3-4

Industry trends

- These are the key industry trends to come out of your SWOT analysis
- A SWOT analysis looks at the strengths, weaknesses, opportunities and threats facing your business
- Pick 3-4 that are key – remember that they can change

Target market

- Your target market is the main group of potential consumers you want to sell your product to
- It can be defined using demography (e.g. gender, age, income, education etc), geography (where people live/work), lifestyle preferences (also known as psychographic), product use or buying behaviour

Key messages

- These are the main messages about your business that you want your customer to know
- They will include information about your product, price and distribution

Marketing strategies

- This is how you will do your marketing – eg a focus on developing relationships and networking, or a focus on public relations, or a focus on advertising, or a combination of these and/or others

Annual marketing budget

- How much you can afford to spend – it should include attendance at networking, printing brochures, website costs, signage etc

Monthly actions

- Work out how much time you can afford to spend each week/month on marketing and allocate it to your weekly/monthly schedule. This will help you prioritise your marketing.

January	February	March	April
May	June	July	August
September	October	November	December

Evaluation

- Look at how you will evaluate your marketing, and its success in terms of your goals – for example, number of new clients, increased revenue, website hits, media articles, comments on blog/twitter/facebook