

Marketing Plan

Name of Company / Brand



Audience	Strategies	Activities
Target Persona	Marketing Goals	Marketing Channels
<ul style="list-style-type: none">	<ul style="list-style-type: none">	<ul style="list-style-type: none">
Customer Journey	Key Strategies	Tactics & Activities
<ul style="list-style-type: none">	<ul style="list-style-type: none">	<ul style="list-style-type: none">
Value Proposition	Pricing & Positioning	Measures of Success
<ul style="list-style-type: none">	<ul style="list-style-type: none">	<ul style="list-style-type: none">

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For (Company) Prepared By Date Iteration

Audience	Strategies	Activities
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Target Persona	Marketing Goals	Marketing Channels
<ul style="list-style-type: none"> What criteria define and delimit your ideal target customer (demographic / firmographic / geographic / technographic / psychographic)? What do they think / feel / believe? What are they interested in? What products and services do they consume? What are their habits? What are their challenges and needs? 	<ul style="list-style-type: none"> What are you trying to achieve? Is the expectation for short or long term results? What are your Specific, Measurable, Achievable, Relevant, Time-Based goals? 	<ul style="list-style-type: none"> Which channels and vehicles will you use to communicate your Value Proposition to your Target Persona? How does your focus and budget break down against these?

Customer Journey	Key Strategies	Tactics & Activities
<ul style="list-style-type: none"> What causes someone to look for information about your product or service? Where do your Target Persona go for information? How do they interact with potential vendors? What are the different stages in their purchase process? How do they make decisions? 	<ul style="list-style-type: none"> What approaches will you take to achieve your Marketing Goals? 	<ul style="list-style-type: none"> What specific activities will you do in order to deliver your Key Strategies? What resources do you need?

Value Proposition	Pricing & Positioning	Measures of Success
<ul style="list-style-type: none"> What value does your product or service deliver to your Target Persona? How does your solution meet their primary need? Why is it better than what they're currently using or doing at the moment, or versus what else is out there? How are you remarkable? 	<ul style="list-style-type: none"> How much will you charge for your product or service? How do you justify this pricing based on your Value Proposition? 	<ul style="list-style-type: none"> How will you measure the success of your Marketing Plan? What Key Performance Indicators will you look at? What are your measurable targets versus where you are now?

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