

(Insert Company Name and Logo)

Marketing Plan & Overview

Products and Services Currently Offered:

Marketing Advantages

What puts you ahead in the marketing department? Do you have a coveted product, a loyal customer base, or a high knowledge curve?

Marketing Challenges

What sets you back? A lack of time, a limited target market, or an expensive product?

Competitive Analysis

In this section, include names and a few details of competitors and the advantages and disadvantages each may have in your industry

Target Market

Create a simple list or description that describes the characteristics of your ideal customer. Don't think you have one? Yes, you do!

Goals (with vision & mission statement)

List goals you hope to achieve with your marketing efforts – think recruiting, customer retention, attracting new customers, etc. If you have a vision and mission statement, list it in this section. If not, it may be time to think about creating one!

Strategies and Methods

What are the practical steps you will take to achieve your marketing goals? This should be the most detailed part of your plan. Based on the information above, create your long and short-term strategy and list the methods you will use to carry them out.

Budget and Tracking

Assign part of your company budget to marketing. Determine the cost of your strategy and its execution. Remember to track ROI and other key performance indicators of your efforts.