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Company Name

Marketing Plan [Template]

Our Objective: *Summarize the role your company's marketing department plays to the growth of your business. This statement should reflect your overall strategy outlined in the pages that follow.*

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Table of Contents

1. Business Summary

- o Company Name
- o Marketing Leadership Team
- o Headquarters, Office Locations
- o Mission Statement
- o SWOT Analysis

2. Business Initiatives

o Overarching initiatives: marketing initiatives, goals, metrics

3. Target Market

o Industry Name
o Buyer Persona(s)
o Competitive Analysis

4. Market Strategy

o Product
o Price
o Promotion
o People
o Process
o Physical Evidence

5. Budget

6. Marketing Channels

Business Summary

Our Company

[Company name] is a company headquartered in [location of HQ] with offices in [satellite office locations]. The company's mission is to [mission statement].

Our Marketing Leaders

[Marketing Leader 1] is [company name]'s [job title of Marketing Leader 1]. S/he will [brief job description of Marketing Leader 1].

[Marketing Leader 2] is [company name]'s [job title of Marketing Leader 2]. S/he will [brief job description of Marketing Leader 2].

[Marketing Leader 3] is [company name]'s [job title of Marketing Leader 3]. S/he will [brief job description of Marketing Leader 3].

[Marketing Leader 4] is [company name]'s [job title of Marketing Leader 4]. S/he will [brief job description of Marketing Leader 4].

SWOT Analysis

As [company name]'s marketing team, we want to help the brand lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for [current year].

Strengths	Weaknesses	Opportunities	Threats
What we're good at. What's working. What our customers like about us.	What we want to fix. What we want to strengthen. What we want to become more efficient at.	What the industry might soon want. What we think we'll be good at. What will be our differentiator?	What we think could hinder our growth. What/who we think could take our customers.
[Enter strengths here]	[Enter weaknesses here]	[Enter opportunities here]	[Enter threats here]

Business Initiatives

[Company name] has the ambitious goal of [overarching company goal]. To help the business do that, our marketing team will pursue the following initiatives in [current year]:

Initiative 1

Description: [Example: *Over the next 12 months, we'll work on building a blog property that becomes a go-to resource for our customers' burning questions -- and our number-one source of leads month over month.*]

Goal of initiative: [Example: *To increase our website's rank on Google and create critical top-of-the-funnel marketing content that helps our sales team start more conversations with prospects.*]

Metrics to measure success: [Example: *50,000 organic page views per month / 10 content downloads per month*]

Initiative 2

Description:

Goal of initiative:

Metrics to measure success:

Initiative 3

Description:

Goal of initiative:

Metrics to measure success:

Target Market

Industries

In [current year], we're targeting the following industries where we'll sell our product and reach out to customers:

[Industry 1]

This includes [sub-industries where your business might target more specific segments of your audience]. [Example: *Industry 1: Food and Beverage. This includes bar & grills, breweries, steakhouses, etc.*]

[Industry 2]

This includes [sub-industries where your business might target more specific segments of your audience]. [Example: *Industry 2: Human Resources. This includes recruitment, people operations, etc.*]

Buyer Personas

Within our target market(s), we've identified the following buyer personas to represent our ideal customers:

[Buyer Persona 1]

[Buyer Persona 1] is [age range] years old. S/he works in [job title or industry name] for a living and spends his/her free time [describe lifestyle, family size, etc.]. Ultimately, [Buyer Persona 1] wants [personal or professional challenge(s) that your business will try to solve].

[Buyer Persona 2]

[Buyer Persona 1] is [age range] years old. S/he works in [job title or industry name] for a living and spends his/her free time [describe lifestyle, family size, etc.]. Ultimately, [Buyer Persona 1] wants [personal or professional challenge(s) that your business will try to solve].

Competitive Analysis

Within our target market(s), we expect to compete with the following companies:

[Company 1]

Products we compete with: [This competitor's product/service, what it does, and what it might do better than yours]

Other ways we compete: [Example: *This competitor has a blog that ranks highly on Google for many of the same keywords we would like to write content on*]

[Company 2]

Products we compete with:

Other ways we compete:

[Company 3]

Products we compete with:

Other ways we compete:

[Company 4]

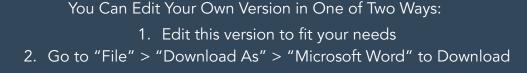Products we compete with:

Other ways we compete:

Market Strategy

Product

[Describe the products with which you will enter the target market described in the section above. How will this product solve the challenges described in your buyer

persona description(s)? What makes this product different from (or at least competitive against) your competition?]

Price

[How much are you selling this product for? Is it competitive? Realistic for your customers' budget? Will you run any seasonal promotions/discounts associated with this product?]

Promotion

[How will you promote this product? Think more deeply than your blog or social media channels. What about this content will drive value into your product?]

People

[Who in the marketing department plays a role in your market strategy? Describe what each of them, or each team, will do to bring your market strategy success.]

Process

[How will the product be delivered to your customer? Is it an ongoing service? How will you support their success with your product?]

Physical Evidence

[Where is your product displayed? If you sell an intangible product, how would customers produce visible evidence of your business?]

Budget

Over the course of [current year], given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price
Marketing Software	
Event 1 [Hosting]	
Event 2 [Attending]	

Content Sponsorship [time period of campaign]	
Pay-per-click (Google)	
[To add more rows to this table, right-click a cell, then select Insert > Rows Above / Rows Below]	
Total	[Total Marketing Team Expense for Current Year]

Marketing Channels

Over the course of [current year], we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

[Website/Publication 1]

Purpose of channel: [Example: *Brand Awareness*]

Metrics to measure success: [Example: *50,000 unique page views per month*]

[Website/Publication 2]

Purpose of channel:

Metrics to measure success:

[Website/Publication 3]

Purpose of channel:

Metrics to measure success:

[Social Network 1]

Purpose of channel:

Metrics to measure success:

[Social Network 2]

Purpose of channel:

Metrics to measure success:

[Social Network 3]

Purpose of channel:

Metrics to measure success:

Marketing Technology

We will utilize the following technologies and software to help us achieve our goals and objectives.

Marketing CRM

[Name the marketing CRM you will use and briefly explain how it will be used.]

Email Marketing Software

[Name the email marketing software you will use and briefly explain how it will be used.]

Marketing Automation Software

[Name the marketing automation software you will use and briefly explain how it will be used.]

Blogging Software

[Name the blogging software you will use and briefly explain how it will be used.]

Advertising Management Software

[Name the advertising software you will use and briefly explain how it will be used.]

Social Media Management Software

[Name the social media management software you will use and briefly explain how it will be used.]

Video Hosting Software

[Name the video marketing software you will use and briefly explain how it will be used.]

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