

# Marketing Plan Template

Use the following template to create your marketing plan.

**[INSERT YOUR BUSINESS LOGO]**

[Your Name]

[*Business Name*]

# Marketing Plan

**Prepared:** [Date prepared]

# Marketing Plan Summary

*[Please complete this page last]*

*[Your marketing summary should be completed last and should be no longer than a page focussing on why your business is going to be successful. This one-page section should briefly summarize the body of your plan.]*

## The Business

**Business Overview**

**Products/Services**

**Vision Statement**

**Goals/Objectives**

**Mission Statement**

## The Market

**Target Market**

**Marketing Strategy**

## The Finances

*Briefly outline your sales forecast.*

## Business Overview

**S.W.O.T. Analysis**

<b>Strengths</b>	<b>Weaknesses</b>
<i>[e.g. High traffic location]</i>	<i>[e.g. High rental costs]</i>

Opportunities	Threats
<i>[e.g. build on customer and brand loyalty]</i>	<i>[e.g. Cash flow problems]</i>

**Market Position**

**Unique Selling Position**

**Anticipated Demand**

**Pricing Strategy**

**Value to Customer**

**Growth Potential**

Customers / Clients

**Customer Demographics**

**Key Customers**

**Customer Management**

Competitors

**Marketing Research**

**Market Targets**

**Environmental/Industry Analysis**

**Marketing Strategy**

Advertising and Sales

**Advertising and Promotional Strategy**

**Social Media Strategy**

**Sales Strategy**

**Sales and Distribution Channels**

## Monitoring/Measurement Activities

*Reviewing the impact of your marketing should be a periodic activity.*