**MARKETING PLAN TEMPLATE**

# Section 1: Overview

|  |  |
| --- | --- |
| Business Name | Insert here |
| Industry | Insert here |
| Plan Duration | Insert here |
| Prepared By | Insert here |

# Section 2: Market Summary

## A. Industry Snapshot

- What’s happening in your industry? (trends, innovations, regulation)  
- Source 2–3 recent insights or stats

## B. Competitor Overview

- List 3 key competitors  
- What are their strengths? Weaknesses?  
- What do customers say about them?

## C. Target Market Summary

- Who are you targeting? (demographics, geography, psychographics)  
- Estimated market size or value (if available)

# Section 3: Goals & Objectives

Set 3–5 SMART Goals

|  |  |  |  |
| --- | --- | --- | --- |
| Goal | Metric | Target | Deadline |

# Section 4: Your Audience

## Persona 1: "Name"

- Age:  
- Occupation:  
- Goals:  
- Pain Points:  
- Preferred Platforms:  
- Buying Behaviour:

## Persona 2: "Name"

- Age:  
- Occupation:  
- Goals:  
- Pain Points:  
- Preferred Platforms:  
- Buying Behaviour:

# Section 5: Product & Brand Positioning

|  |  |
| --- | --- |
| What do you offer? | Insert here |
| Why does it matter? | Insert here |
| Why choose you? | Insert here |
| Your tone/voice | Insert here |

# Section 6: The 4Ps Strategy

|  |  |
| --- | --- |
| Product | Insert here |
| Price | Insert here |
| Place | Insert here |
| Promotion | Insert here |

# Section 7: Digital Strategy

## Reach

- Channels: Paid ads, SEO, influencer posts  
- Tactics: Hashtag campaigns, collaborations

## Act

- Channels: Website, lead magnets, email opt-ins  
- Tactics: Quizzes, freebies, ‘Try it Now’ CTAs

## Convert

- Channels: Website, checkout, DMs  
- Tactics: Limited-time offers, testimonials, retargeting

## Engage

- Channels: Email, community, loyalty programmes  
- Tactics: Thank-you emails, user-generated content, support

# Section 8: Customer Journey Map

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Stage | Goal | Touchpoints | Content Types | Tools |
| Awareness |  |  |  |  |
| Consideration |  |  |  |  |
| Decision |  |  |  |  |
| Retention |  |  |  |  |
| Advocacy |  |  |  |  |

# Section 9: KPIs to Track

|  |  |  |
| --- | --- | --- |
| Goal | Metric | Tools |

# Section 10: Budget Snapshot

|  |  |  |
| --- | --- | --- |
| Channel | Estimated Cost | Notes |

# Section 11: Timeline / Campaign Roadmap

|  |  |  |
| --- | --- | --- |
| Month | Focus | Key Activities |

# Section 12: Additional Notes

- Partnerships or collaborations planned  
- Legal/regulatory notes  
- Upcoming launches  
- Team or roles needed