

Marketing



Plan

Template

Your Fill-In-
The-Blanks
Guide to
Marketing
Success



BusinessBlueprint
Simplifying Your Success



[Click here & Insert your Logo]

MARKETING PLAN

Prepared by:	<div>[Name/s]</div> <div>[Title]</div> <div>[Business Name]</div> <div>[Main Business Address]</div> <div>ABN: [ABN]</div> <div>ACN: [ACN]</div>
Date:	<div>[Date Prepared]</div>

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BUSINESS FOCUS FOR THIS YEAR

List the top 3 to 5 goals for the period of this plan. Make sure that each goal passes the reasonableness test and is SMART (that is: this Specific, Measurable, Achievable, Realistic, Time-related).

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SNAPSHOT – WHERE ARE WE NOW?

List and describe your major successes for the past year and what you've learnt from this. Consider also listing lessons learned from activities for initiatives which were not successful. If you have not already completed one, consider including a SWOT analysis here, with external factors (opportunities and threats) focusing on your marketplace, competitors, technology and recent trends. Your purpose here is to identify opportunities for next year based on your understanding of the business environment. A SWOT Analysis is a great tool to help you understand your business from an internal and external perspective. Internally, you would examine your strengths and weaknesses, while externally, you look at your opportunities and threats.

[Click here and type]

TARGET MARKET

Define your target market (where appropriate, select from: gender, age group, where they live, occupation, spare time interests, values, needs, etc). If you have defined your 'avatar', define him/her. If your target market is changing or does not represent the majority of your customers, explain why. If you have identified an emerging market, describe it and explain the opportunity.

[Click here and type]

WHAT WE OFFER

Define what your business offers to the market, using as much detail as required to clarify this. Where do you position yourself in this market? How is your brand perceived in the market? Is your business a specialist/niche business? Do you trade online or off-line? Do you manufacture or resell products? Do you sell information products will have a membership/subscription model? What is the perceived value that you offer to your customers? It may be useful to present your business offering in terms of Product, Price and Place.

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OUR MARKETING MESSAGES

List the key marketing messages that you want to come through in your marketing campaigns or promotions. Be creative and brainstorm some advertising ideas here. What value or key benefit of your products or services will become your focus? How will you differentiate your business from your competitors?

Don't limit your ideas to what you've done before or what you believe to be your capability - there are so many opportunities to outsource marketing tasks.

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MARKETING CAMPAIGN OVERVIEW

List the different marketing channels that you expect to use through the period covered by this plan. Break them down into online and off-line channels, and be sure to include new technologies where these could help you. If you wish to explore these channels in a more formal way, consider listing them in a table or spreadsheet. For each channel you have listed, describe how you will take advantage of the channel to further your business goals. Consider listing the products/services relevant to each channel.

If you choose to be even more methodical, list the marketing activities you have engaged in recently, being sure to include those which were unsuccessful or revenue neutral as well as those which were successful. Assess the effectiveness of these activities in terms of: timing, media used, target audience, campaign objective, Internally/externally managed, cost, ROI, etc. Identify which were your most effective marketing activities and which were your least effective. This should help you to avoid momentum and staleness in your marketing.

[Click here and type]

MARKETING BUDGET

(This is where it's handy to use a spreadsheet) for each of the marketing channels you've identified in the previous section, list the expenditure required for each. At this stage, don't try to trim this expenditure – do that once you've had a look at the ROI. Be realistic and base your estimates on past experience and maybe some research (a couple of phone calls or an hour or so on Google). If outsourcing is included in your marketing approach, be sure to allow for this in your budget.

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IMPLEMENTATION PLAN

OVERVIEW

With a clear idea of the channels available to you and a budget estimate for each one, estimate the return on investment (ROI) for each channel. Take this beyond gut feel and consider discussing it with a marketing professional or your advisers. Prioritise the channels you have listed and consider dropping those which have a relatively low ROI.

Possibly using a table or spreadsheet, draw up a calendar to cover the period of this plan, and list the marketing activities that you need to commit to for each month to achieve your goals. Include an estimate of the hours needed so that you can plan your time effectively. Be sure to indicate which activities will be covered by others, internally or via outsourcing. Committing to this implementation plan is what will help you achieve your goals.

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CAMPAIGNS AND PROMOTIONS

Each campaign or promotion you have listed above will have one or more campaigns that support it. Use the sections below to plan your campaigns. For more than 5 marketing campaigns or promotions, copy one of the campaigns and paste it to create new campaigns.

CAMPAIGN 1 - OVERVIEW

Outline the campaign and explain the purpose of the campaign.

[Click here and type]

OBJECTIVES

List the campaign objectives (remember SMART), explaining how you will measure progress against each one.

[Click here and type]

TARGET

Who is this campaign aimed at? Consider market segment, target and positioning.

[Click here and type]

POSITIONING

How will you position your offering to the target? What messages will you use?

[Click here and type]

PLACEMENT

How would you reach your target? Clarify how you will communicate with them (email marketing, telemarketing, social media, newsletter/flyer, maildrop, website banner, Google Adwords, etc).

[Click here and type]

COLLATERAL

List the collateral items required to communicate to your market, including videos, case studies, newsletters, etc as mentioned under Placement.

[Click here and type]

TIMING

Define the start, end and milestones related to this campaign. Confirm that the timing will be right for your business, cash flow and most importantly, your target audience (i.e. avoid major events). If other campaigns are running concurrently with this campaign, make sure there will be no conflicts. Consider including review times when you will check progress on this campaign.

[Click here and type]

BUDGET

Outline the budget for your campaign, breaking it down into specifics. Consider including a 10% contingency allowance.

[Click here and type]

RESOURCES

Who will be involved in this campaign and what other resources will be required (e.g. video gear, outsourced support, printing, etc). Will you be managing this campaign via your CRM/customer database? Check that these are all covered in your budget.

[Click here and type]

RESPONSE PLAN

Walk through the campaign and identify exactly how target audience will respond to your campaign, step by step. Is everything in place for this to work effectively? Consider web signup forms, auto respond messages, relevant inventory levels, product/payment particulars, etc. everything and everyone needs to be ready to respond to the campaign the moment it is launched.

[Click here and type]

INTERNAL CAMPAIGN

What training and or support would you need to provide your team to ensure that they are fully informed and ready to respond to this campaign? What messages do you want them to voice in relation to this campaign? Think beyond the sales team and don't assume that everyone will know what to do without being told.

[Click here and type]

IMPLEMENTATION

Set out the main activities for this campaign, possibly in the form of timeline. Include deadlines and indicate ownership of the tasks which make up this campaign. Include progress review dates.

[Click here and type]

MEASURE OF SUCCESS

Define how you will measure the success of this campaign. These measures should be directly related to your objectives.

[Click here and type]

EXPECTED ROI

What is your expected return on this campaign? Think in terms of leads, completed sales, number of new customers, etc. Be specific.

[Click here and type]

POST CAMPAIGN REVIEW

At the conclusion of each campaign, review and note the lessons learned from the campaign. Include what worked well; what didn't work well; and what we need to do more of/less of. Comment on the effectiveness of the implementation and the budget. What should be done differently next time?

[Click here and type]

CAMPAIGN 2 - OVERVIEW

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[Click here and type]

OBJECTIVES

List the campaign objectives (remember SMART), explaining how you will measure progress against each one.

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TARGET

Who is this campaign aimed at? Consider market segment, target and positioning.

[Click here and type]

POSITIONING

How will you position your offering to the target? What messages will you use?

[Click here and type]

PLACEMENT

How would you reach your target? Clarify how you will communicate with them (email marketing, telemarketing, social media, newsletter/flyer, maildrop, website banner, Google Adwords, etc).

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COLLATERAL

List the collateral items required to communicate to your market, including videos, case studies, newsletters, etc as mentioned under Placement.

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CAMPAIGN 3 - OVERVIEW

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[Click here and type]

OBJECTIVES

List the campaign objectives (remember SMART), explaining how you will measure progress against each one.

[Click here and type]

TARGET

Who is this campaign aimed at? Consider market segment, target and positioning.

[Click here and type]

POSITIONING

How will you position your offering to the target? What messages will you use?

[Click here and type]

PLACEMENT

How would you reach your target? Clarify how you will communicate with them (email marketing, telemarketing, social media, newsletter/flyer, maildrop, website banner, Google Adwords, etc).

[Click here and type]

COLLATERAL

List the collateral items required to communicate to your market, including videos, case studies, newsletters, etc as mentioned under Placement.

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TIMING

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CAMPAIGN 4 - OVERVIEW

Outline the campaign and explain the purpose of the campaign.

[Click here and type]

OBJECTIVES

List the campaign objectives (remember SMART), explaining how you will measure progress against each one.

[Click here and type]

TARGET

Who is this campaign aimed at? Consider market segment, target and positioning.

[Click here and type]

POSITIONING

How will you position your offering to the target? What messages will you use?

[Click here and type]

PLACEMENT

How would you reach your target? Clarify how you will communicate with them (email marketing, telemarketing, social media, newsletter/flyer, maildrop, website banner, Google Adwords, etc).

[Click here and type]

COLLATERAL

List the collateral items required to communicate to your market, including videos, case studies, newsletters, etc as mentioned under Placement.

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TIMING

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[Click here and type]

CAMPAIGN 5 - OVERVIEW

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[Click here and type]

OBJECTIVES

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[Click here and type]

TARGET

Who is this campaign aimed at? Consider market segment, target and positioning.

[Click here and type]

POSITIONING

How will you position your offering to the target? What messages will you use?

[Click here and type]

PLACEMENT

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MARKETING PLAN REVIEW

With reference to your Implementation Plan, identify when it would be appropriate to review the progress you are making towards achieving your marketing goals for this period. This review may cover the Marketing Plan itself but will definitely cover campaigns underway and delivered. To assist with this review, make sure that all campaign data is stored.

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