Marketing Plan Template

Instructions

Thank you for downloading this marketing plan template. Please feel free to delete this page after you have read the instructions below.

1. Where needed, sections have summaries that briefly explain how to fill out each box.
2. The structure of this document is a guide only – you may wish to delete (or add) sections to this plan depending on your business type or the intended audience of your marketing plan.

Marketing plan for

{Enter your business name here}

Date: MM/YYYY

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# 1. Branding

## What does your business’s brand name represent?

{Enter text – discuss the brand name of your business. Is there a story behind it? Does it represent your business in a certain way?}

## How will you align all your marketing materials and online branding?

{Enter text – it’s important that all your branding material is similar. List the types of marketing material you plan to use, and which ones need updating or changing.}

## What will your business logo look like?

{Enter text – describe the logo or design you have planned for your business name.}

# 2. Target audience

## Which target market will you sell your products or services to?

{Enter text – if there’s more than one target market, list them all. Be as specific as you can.}

## If you’ve created a customer profile, outline the details below

{Enter text – have you thought about creating one of more customer profiles of the specific type of people you plan to target? If so, discuss this here.}

## List the most effective ways of approaching your target customers

{Enter text – note each method you intend to use to market your offerings to potential customers.}

# 3. Products or services

## What products or services are you selling?

{Enter text – list each of the products or services your business will offer.}

## Why will potential customers buy your offerings?

{Enter text – detail why customers will purchase your products or services rather than your competitors. What differentiates your offerings?}

# 4. Pricing

## How much will you be selling each of your products or services for?

{Enter text – list the prices, or ranges of prices, you plan on charging customers.}

## How do you plan to sell your offerings?

{Enter text – what methods will you employ to sell your goods or services? Make a note of each here. For example, you might sell online through third-party websites and direct via your store.}

## How have your competitors priced their products or services?

{Enter text – do some research on your competitors and detail their main competing goods or services here, along with the prices they’re charging.}

## If you have relatively high prices, how will you justify them?

{Enter text – if your business has prices higher than your competitors, explain how you plan to justify these higher prices.}

# 5. Market research

## What market research have you done?

{Enter text – which methods of market research have you used? How will you continue using market research as you progress?}

## What insights have you gained about your customers?

{Enter text – detail the key findings you’ve discovered about the potential customers in your target market. How will these findings help your business establish a foothold in the marketplace?}

## What insights have you obtained about your competitors?

{Enter text – note down any important information you’ve found out about your competitors through market research.}

# 6. SWOT

## What are your business’s strengths, weaknesses, opportunities, and threats?

{Fill out the SWOT analysis below by listing your business’s strengths, weaknesses, opportunities, and threats in the left column. Detail how you could lower or increase their impacts in the right.}

|  |  |
| --- | --- |
| Strengths | *I will maximize them by:* |
| {Enter text} | {Enter text} |
| Weaknesses | *I will minimize them by:* |
| {Enter text} | {Enter text} |
| Opportunities | *I will maximize them by:* |
| {Enter text} | {Enter text} |
| Threats | *I will minimize them by:* |
| {Enter text} | {Enter text} |

## What’s your chosen SWOT strategy?

{Enter text – choose a strategic direction for your business. For example, S–O: Exploit your internal strengths to maximize your external opportunities.}

# 7. Competitor analysis

## Who is your main competitor?

{Fill out the table below with the strengths and weaknesses of your first key competitor.}

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| {Enter text} | {Enter text} |

## How will you combat their strengths and target their weaknesses?

{Enter text}

## Who is your other key competitor?

{Fill out the table below with the strengths and weaknesses of your second key competitor.}

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| {Enter text} | {Enter text} |

## How will you combat their strengths and target their weaknesses?

{Enter text}

# 8. Marketing strategy

## How will you use online marketing to increase sales and brand awareness?

{Enter text – discuss any plans you must address search engine optimization (SEO) and search engine marketing (SEM) to gain more customers.}

## What’s your competitive advantage?

{Enter text – explain what makes your business different. What are your key points of difference? Do you have a clear understanding of why customers will buy from you?}

## What’s your overall marketing budget?

{Enter text – how much money do you have to spend on marketing activities as a whole.}

# 9. Social media

|  |  |  |  |
| --- | --- | --- | --- |
| Website | {Enter address} | INSTAGRAM | {Enter address} |
| LinkedIn | {Enter address} | Blog | {Enter address} |
| Facebook | {Enter address} | YouTube | {Enter address} |
| Twitter | {Enter address} | Vimeo | {Enter address} |

## Which social media platforms will your business utilize and why?

{Enter text – discuss which platforms you’ve chosen and why they will be the most useful for your business. If you plan to create a blog or run a website, include these details too.}

# 10. Promotions and public relations

## What promotional events do you have planned?

{Enter text – write down any upcoming events, activities, sponsorships, or contests you’re planning to create to increase awareness of your brand.}

## What public relations activities do you have on the horizon?

{Enter text – getting the media involved in your business can be a masterstroke. Make a note of any opportunities you can see coming up where the media might be interested in a story about your business.}

# 11. Advertising

## What’s your advertising message?

{Enter text – how will you show the benefits of your products or services while suggesting a ‘need’ or a ‘problem’ that your offerings can solve for consumers. Do you have a tagline or slogan?}

## How will you advertise your goods or services?

{Enter text – which advertising methods will you pay to use, in order to grab the attention of potential customers? Outline exactly how you plan to get your message across and the budget you have for each method.}

## What are the features, advantages, and benefits of your offerings?

{Enter text – discuss these in relation to how you’ll advertise your goods or services.}