



Marketing Plan Template 2020-2021

Business Summary:

- Name of your business:
- Names of your leadership team:
- Location(s):
- Mission statement:
- Vision statement:

SWOT Analysis:

Strengths - Internal strengths you have control over	Weaknesses - Internal weaknesses you have control over
<ol style="list-style-type: none"> 1. Ex: Patent on an invention 2. Ex: Great location with lots of foot traffic 3. Strength 3 4. Strength 4 5. Strength 5 	<ol style="list-style-type: none"> 1. Ex: Higher costs than competitors 2. Weakness 2 3. Weakness 3 4. Weakness 4 5. Weakness 5
Opportunities - External opportunities in the larger market that you don't have control over	Threats - External threats in the larger market that you don't have control over
<ol style="list-style-type: none"> 1. Ex: Growing demand for product or service I offer 2. Opportunity 2 3. Opportunity 3 4. Opportunity 4 5. Opportunity 5 	<ol style="list-style-type: none"> 1. Ex: Uncertain economy 2. Threat 2 3. Threat 3 4. Threat 4 5. Threat 5

Pro tip: Don't overcomplicate this! Go through each box and write down everything you can think of. Then go back over each box again and organize your thoughts. Keep adding to this matrix over time.

Market strategy:

- Define your product or service
- Define pricing for that product or service
- Define where your product or service is sold - online? Brick and mortar?

- Define how you currently promote your product or service? What marketing channels are you currently using?
- How does your brand position compare to your competitors?

Target market:

- What industry is your product or service in?
- Competitive analysis - assessment of the strengths and weaknesses of current and potential competitors. (see SWOT analysis above)
- [Buyer personas](#) - What does your ideal customer look like? Sound like? Where do they shop, live, spend their time?

Initiatives:

- Overall company initiatives:
 - Ex: To open one new location.
 - Ex: To diversify my revenue stream by introducing one new product.
 - Ex: To improve customer service score above 90/100.
 - Ex: To rank #1 on Google for “best automotive shop in arizona”
- Marketing initiatives:
 - Ex: Focusing marketing efforts on email marketing.
 - Ex: Be consistent with my LinkedIn presence and engagement.
 - Ex: Testing influencer marketing to see if it’s right for my brand.
 - Goals - Specifically, what do you want to accomplish when the initiative is complete?
 - Metrics - How will you track whether you are successful with the initiative or not?

Marketing channels:

- Based on your target audience, where do your customers come from now?
- What marketing channels would you like to grow?
- What channels are your competitors using?
- Ex: LinkedIn, Google, Yelp, Facebook, referrals, wholesalers, agents/brokers, foot traffic, partnerships

Budget:

- How much are you willing to invest per month in your marketing initiatives?
- Think about: staff, technology, software, investments paid to agencies and other outside suppliers, advertising costs, media spend

Pro tip: this section isn't limited to dollars - think about how many hours you or a staff member can dedicate to meeting your marketing goals.



Reporting:

- Based on your marketing plan so far, what type of reporting will you need?
 - Website traffic and analytics
 - Social media engagement rates
 - Media value
 - Email marketing statistics
- How often will you need these reports to stay accountable to your goals?
- Do you need outside help or support to execute on reporting?
- Do you have the right tools in place to track and report the analytics you need?