



Plangrowlab

Marketing Plan Template

A marketing plan helps you get the most out of your marketing efforts. Use this template to write an effective marketing plan

Hi there!

Thanks for downloading this template.



You Can Edit Versions To Fit Your Needs.

How to Use This Template

This template can be used as an outline and guide throughout the writing of your company's marketing plan. It includes editable sections for:

- Business Summary
- Business Actions
- Target Market
- Market Strategy
- Budget
- Market Positioning
- Next Steps

Once you're ready to begin, delete this page and start filling out your info below. Remember, you can add/edit/delete any copy or sections as you see fit.

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Company Name

Marketing Plan [Template]

Our Objective: Write a summary of how this marketing plan will help in your business growth and what purpose you wish to fulfill with it.

Authors of Document:

- [Name #1] [Email Address #1]
- [Name #2] [Email Address #2]

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- Headquarters, Office Locations
- Mission Statement
- SWOT Analysis

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- Major initiatives: marketing initiatives, goals, metrics

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- Competitive Analysis

4. Market Strategy

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- Price
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5. Budget

6. Market Positioning

7. Next Steps

Business Summary

Our Company

[Company name] is a company headquartered in [location of HQ] with offices in [satellite office locations]. The company's mission is to [mission statement].

Our Marketing Leaders

[Marketing Leader 1] is [company name]'s [job title of Marketing Leader 1]. S/he will [brief job description of Marketing Leader 1].

[Marketing Leader 2] is [company name]'s [job title of Marketing Leader 2]. S/he will [brief job description of Marketing Leader 2].

[Marketing Leader 3] is [company name]'s [job title of Marketing Leader 3]. S/he will [brief job description of Marketing Leader 3].

[Marketing Leader 4] is [company name]'s [job title of Marketing Leader 4]. S/he will [brief job description of Marketing Leader 4].

SWOT Analysis

As [company name]'s marketing team, we want to help the business grow in what it does well, change in what it doesn't, get the maximum benefits out of the opportunities, and defend it from challenges. For that purpose, we have created a SWOT analysis for it below.

Strengths	Weaknesses	Opportunities	Threats
What we're good at. What's working for our company? What our customers like about us.	What we want to fix. What we want to improve. What we want to become better at.	What the industry might soon ask for. What we think we'll be good at in the future. What will be our USP?	What we think could act as an obstacle. What/who we think could reduce our customer base.
<i>[Enter strengths here]</i>	<i>[Enter weaknesses here]</i>	<i>[Enter opportunities here]</i>	<i>[Enter threats here]</i>

Business Actions

[Company name] has the ultimate goal of [chief company goal]. To help the business achieve that, our marketing team will take the following actions in [current year]:

Initiative 1

Description: *[Example: Over the next 12 months, we will work on building our Instagram presence, so more people can discover us.]*

Goal of initiative: *[Example: To increase social media audience and create quality content along with necessary optimizations that are shared.]*

Metrics to measure success: *[Example: 50,000 organic page views per month / 10 lead conversions per month.]*

Initiative 2

Description:

Goal of initiative:

Metrics to measure success:

Initiative 3

Description:

Goal of initiative:

Metrics to measure success:

Target Market

Industries

In [current year], we're targeting the following industries where we want to sell our products and reach out to our target audience.

[Industry 1]

This includes *[sub-industries where your business might target specific segments of your audience]. [Example: Industry 1: Example: Personal Care products: Your company can target spas, salons, hotels, etc.]*

[Industry 2]

This includes *[sub-industries where your business can target specific segments of your audience]. [Example: Industry 2: Packaged foods: Your business can target school lunch programs, hostels, supermarkets, etc.]*

Buyer Personas

Within our target market(s), we've created the following buyer personas to represent our segmented customers.

[Buyer Persona 1]

[Buyer Persona 1] is [age range] years old. S/he works in [job title or industry name] for a living and spends his/her free time [describe lifestyle family size etc.]. Ultimately [Buyer Persona 1] wants [personal or professional challenge(s) that your business will try to solve].

[Buyer Persona 2]

[Buyer Persona 1] is [age range] years old. S/he works in [job title or industry name] for a living and spends his/her free time [describe lifestyle family size etc.]. Ultimately [Buyer Persona 1] wants [personal or professional challenge(s) that your business will try to solve].

Competitive Analysis

Within our target market(s), we have identified the following competitors:

[Company 1]

Products we compete with:

This competitor's product/service, what it does and what is their unique selling point.

Other places we compete:

Example: This competitor has a prominent audience on platforms consisting of our target market where we'd like to promote.

[Company 2]

Products we compete with:

Other places we compete:

[Company 3]

Products we compete with:

Other places we compete:

[Company 4]

Products we compete with:

Other places we compete:

Market Strategy

Product

Describe the products with which you'll begin your business and enter the market described in the above section. How will this product solve the challenges and problems of buyer persona(s)? What makes this product different from (or at least better against) your competition?

Price

How much will you sell this product for? Is it competitive? Does it fit into your customers' budget? Will you run any seasonal promotions/discounts for this product?

Promotion

How will you advertise this product? Think about what channels and activities will help you promote your product. What about your promotion strategies would add more value to your product?

People

What are the roles of different people in the marketing department and what aspect of the marketing strategy do they contribute to? Describe what each of them or each team will do to make your marketing strategy a success.

Process

What is your delivery process if you have one? Is it a subscription service? What challenges will your product solve?

Physical Evidence

How would you display your product? If you sell an intangible product what evidence would you show of the product and its efficiency?

Budget

Over the course of the *[Current Year]* with the funds allotted to the marketing team, we wish to invest in the following areas to achieve the goals mentioned in the marketing plan.

Marketing Expense	Estimated Price
Advertising Expenses	
Event 1 [Hosting]	
Event 2 [Attending]	
Promotional Expenses [For the given time period]	
Pay-per-click (Google)	
<i>[To add more rows to this table, right-click a cell, then select Insert > Rows Above / Rows Below]</i>	
Total	[Total Marketing Team Expense for Current Year]

Market Positioning

Through this section we'll determine where we stand in the current market, and who are our most prominent competitors.

[Competitor 1]

Industry [Example: *Bath towels for hotels*]

Their market position [Example: Leading brand in the state]

[Competitor 2]

Industry:

Their market position:

[Competitor 3]

Industry:

Their market position:

[Competitor 4]

Industry:

Their market position:

[Competitor 5]

Industry:

Their market position:

Next Steps

We will utilize the following channels, software and strategies to bring our plan into action and to track its progress.

Email Marketing

Describe how you'll use email marketing to promote your product or service.

Social Media

Describe how you'll promote your product or service on social media.

Other Channels

Give an overview of what channels can be used for the promotion of your product or service.

Marketing CRM

Note down which software you'll use for managing customer relations and how to use the same in brief.

Web Hosting Services

Describe which web host you'll use and how to use it.

Advertising Strategy

Describe what you wish to achieve with your advertising efforts and how you'll do the same.

Content Strategy

Describe your content strategy and what form of content you'll use and how often you'll produce the content.

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