

Marketing Plan

Company:

Date:

Executive Summary

The executive summary is a small, summarized version of your marketing plan. The main objective is it to briefly list and describe all relevant components. Keep in mind that most executives who'll read your marketing plan won't have the time to read the full document. Therefore, you need to make sure that they're immediately getting the full picture.

Mission Statement

*What do you want to do?
Why do you want to do it?
Who do you do it for?*

Situation Analysis

Product/Service	<i>What are you selling?</i>
Unique Selling Proposition	<i>What is your unique selling proposition? And what separates you from your competitors?</i>
Best Practices	<i>What are best practices at your company? They could be well-performing marketing channels, buyer personas with a large amount of purchase intent, or campaigns that have generated a lot leads.</i>
Marketing Objectives and Performance	<i>What are your current marketing objectives? Did you manage to achieve them? If not, why?</i>
Challenges	<i>What are the current challenges that your company (especially your marketing team) is facing?</i>
Competitor Analysis	<i>Who are your competitors? How are your competitors performing?</i>

SWOT Analysis	
Strengths	Weaknesses
Opportunities	Threats

Target Market

Which companies are in your target market?
 How can you reach them?
 Why would companies in these industries buy your product/service?
 Why would companies from these industries refuse to buy your product or service?
 What are these companies' current needs?

Buyer Personas

Download the [Buyer Persona Template](#) and add your filled persona sheet as image here.

Marketing Objectives and Performance

Download the [SMART Goals template](#) and link to your goals spreadsheet here.

Link to Marketing Objectives: ...

Pricing Strategy

Which pricing strategy will you choose?

Base It on Costs	Base It on Competitors	Skim It	Penetrate It	Bundle It

Why will you choose this pricing strategy?

How will you price your products/services?

Product/Service	Price
Product 1	\$10
...	...

Distribution Strategy

What is your preferred distribution channel?
Why are you choosing it over others?
What are the costs related to distributing your products or services?
What's the impact of your distribution channel on your delivery times?

Promotion Strategy

Available traction channels:

1. Targeting Blogs
2. Publicity
3. Unconventional PR
4. Search Engine Marketing
5. Social and Display Ads
6. Offline Ads
7. Search Engine Optimization
8. Content Marketing
9. Email Marketing
10. Viral Marketing
11. Engineering as Marketing
12. Business Development
13. Sales
14. Affiliate Programs
15. Existing Platforms
16. Trade Shows
17. Offline Events
18. Speaking Engagements
19. Community Building

Select your top 3 traction channels:

Select your next 6 traction channels:

When will you test what channel?

Channel	Test Due Date

Budgeting

Download your [marketing budget template](#) and link to the spreadsheet here.

Marketing Budget Spreadsheet: ...