

TEMPLATE MARKETING PLAN OUTLINE

Business Goals

What can you quantify about what you want to achieve with your business? How many euros/pounds/dollars do you want to earn? How much do you need to cover costs, pay staff and make a profit? How does that translate into numbers of customers, products sold, heads in beds, etc.?

Marketing Goals

Whom do you need to reach and what do you need them to think, feel or do to help you meet your business goals? Are these SMART goals (Specific, Measurable, Attainable, Relevant and Timely)?

Marketing Strategies

What general direction do you need to take to connect with your customers? Which methods such as advertising, public relations, events or other promotions might you utilise? And why? Do they help you meet your stated business goals? For example, do you need to do local networking and speaking, or do you need to focus on social media because most of your customers are not nearby?

Marketing Tactics

What specific activities will you implement and how? Can you link them back to your broad strategies and your business goals? Will they help you connect better with your customers? This is where your earlier homework will pay off so you can make clear decisions about what exactly to do when, and how much to spend.

Marketing Calendar

What dates are important for success? Any seasonal priorities or concerns? (attach calendar as needed). For example, beach businesses will have clear seasons, while a graphic designer might not.

Marketing Budget

What are the detailed costs of all the activities you've planned? Will this affect how you roll them out? (attach worksheets as needed)

Measurement

What will you track to decide if your marketing is successful? It's important to decide this before you start marketing. Can you count sales queries, website traffic, more product sold, more social media followers?