

# STARTER MARKETING PLAN TEMPLATE

Business Name: \_\_\_\_\_ Date: \_\_\_\_\_

<p><b>Goals:</b></p> <ul style="list-style-type: none"> <li>• What are your marketing goals for the next (3, 6, or 12 months)</li> <li>• Be specific and measurable</li> </ul>	<p><b>Target Audience:</b></p> <ul style="list-style-type: none"> <li>• Who are your ideal customers?</li> <li>• Describe their demographics, interests, and pain points.</li> <li>• Create 1-2 buyer personas if possible.</li> </ul>
<p><b>Unique Selling Proposition (USP):</b></p> <ul style="list-style-type: none"> <li>• What makes your business different and better than competitors?</li> <li>• Clearly define your value proposition.</li> </ul>	<p><b>Marketing Channels:</b></p> <ul style="list-style-type: none"> <li>• Which channels will you use to reach your target audience?</li> <li>• Consider social media, email marketing, content marketing, search engine optimization (SEO), etc.</li> </ul>
<p><b>Key Activities:</b></p> <ul style="list-style-type: none"> <li>• For each chosen channel, list specific activities you will undertake.</li> <li>• Examples: publish blog posts, run social media ads, send email newsletters, etc.</li> </ul>	<p><b>Budget:</b></p> <ul style="list-style-type: none"> <li>• How much are you willing to spend on marketing?</li> <li>• Allocate funds based on chosen channels and activities.</li> </ul>
<p><b>Measurement &amp; Tracking:</b></p> <ul style="list-style-type: none"> <li>• How will you track your marketing campaign's success?</li> <li>• Define key metrics for each channel and activity (e.g., website traffic, leads generated, conversion rates).</li> </ul>	<p><b>Timeline:</b></p> <ul style="list-style-type: none"> <li>• Set deadlines for each key activity and milestone.</li> <li>• Ensure your plan is actionable and time-bound.</li> </ul>

## Remember:

- Keep it concise and focused on the main points.
- Prioritize activities with the highest potential return on investment (ROI).
- Be flexible and adapt your plan as needed based on results.
- Track your progress regularly and adjust your strategies accordingly.