

STARTER MARKETING PLAN TEMPLATE

Business Name: _____ Date: _____

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

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.