

Marketing Plan Template

Introduction

Aim of the Marketing Plan

1. Understanding your market

1.1 Who are your customers?

What are your customers' needs and motivations? Can you group them into types? Are there potential customers you are not yet serving?

1.2 Who are your competitors?

Who are your competitors? Why might the potential customers described in 1.1 choose their product over yours?

1.3 Any other marketing activity you could be associated with?

Are there any opportunities to work together with other marketing activities, such as a local event?

2. Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis

2.1 What are our strengths?

What are your company's strengths compared to competitors?

2.2 What could we improve on?

What are your company's weaknesses or areas that could be improved?

2.3 What opportunities are there?

What opportunities does your company have in the marketplace?

2.4 What threats are there?

What obstacles might get in the way of your plan?
These can be internal or external threats.

3 Objectives

Develop the goals you stated in your introduction.
What are your objectives? Be sure to make them
achievable and as specific as possible.

4 Strategy and action plan

4.1 Target audience

Add detailed descriptions of the customers you
identified in 1.1. The idea is to use this information
to help you decide on how to connect with them.

4.2 What can we offer them?

What can you offer your target customers to reach
your objectives?

4.3 How do we attract customers to what we offer?

Write any possible incentives here.

4.4 How do we communicate our message?

Consider your budget and the channels you might
use to reach your target customers.

4.5 Action Plan

Summarise your strategy.

When	What	Target Group(s)	Objective(s)	Cost (if any)

5 Reviewing your plan

Use your KPI to measure if your plan has been a success.

Activity	1 st review date	Measure of success at 1 st review	2 nd review date	Measure of success at 2 nd review	End date	Measure of success at end date