

Marketing plan template

Business goals

What do you want to achieve?

- Goals should be led with an action word and you can have as many as you like

EXAMPLE

I want to...

1. *Win more clients*
2. *Retain existing clients*
3. *Secure funding for my start-up*

I want to...

1. ...
 2. ...
 3. ...
-

Business strategy

How are you going to reach each of these goals?

- You should have at least one strategy for each goal
- Are you going to reach your goals through direct or indirect methods? See example below

EXAMPLE

I am going to win more clients by...

- *Going after clients directly*
 - *Using partners to refer business to me*
1. I am going to *[insert business goal]* by...
 - ...
 - ...
 2. I am going to *[insert business goal]* by...
 - ...
 - ...

Marketing goals

What are the marketing goals that are going to support your business strategy and goals?

- Each business strategy element should have at least one associated marketing goal so that all of your marketing goals can be mapped back to what your business needs
- You may find that some of your marketing goals are similar between business strategy elements. That's fine - it might be that the marketing goals are the essentially the same, but aimed at different audiences (e.g. prospects vs partners)

Business strategy element	Associated marketing goal
<i>Going after clients directly</i>	<i>Attract inbound leads through raising awareness of my company among prospective clients</i>
	<i>Support sales outreach to clients with marketing materials</i>

Marketing strategy

Which channels are you going to use to achieve your marketing goals?

- This is where you look back at your audience personas closely - where and how are your audiences looking for information about your kind of business?
- Be aware of the current context - is there something going on at the moment that will change your audience's behavior?

EXAMPLE

In order to attract inbound leads through raising awareness of my company, I need to:

- *Have a strong online presence for businesses who are searching online*
- *Engage with local business networks and becoming known to their members*
- *Build up an audience of small business owners on social media*
- *Create useful content that small business owners can find and share among themselves*

1. In order to *[insert marketing goal]*, I need to:

- ...
- ...
- ...

2. In order to *[insert marketing goal]*, I need to:

- ...
- ...
- ...

Marketing tactics and campaigns

What marketing activities are you going to engage in?

- Each tactic or campaign should tick the box for at least one part of your marketing strategy. It should be clear that all of your tactics are helping you reach your marketing goals, and in turn, your business goals
- If you come up with a marketing idea that doesn't serve your strategy, ask yourself if you should be doing it
- Keep in mind your audience personas
 - Which specific platforms are they on?
 - What kinds of things are they looking for?
 - What information do they want to see from your company?
- Think about the context you're in. Is there anything about the world right now that would change what content you put out there?
 - What season is it?
 - Is there a big event coming up?
 - Is there something significant (e.g. a global pandemic) that's dominating everyone's thoughts at the moment?

EXAMPLE

Facebook campaign

- *I will create a company Facebook page and share useful and educational content around small business marketing on a daily/every other day basis, aiming to reach as many small businesses on the platform as possible*
- *I will share my blogs and use Facebook as a platform to drive traffic to my website*
- *I will use Facebook adverts to target small business owners and drive traffic to my website*

Marketing advice blog series

- *I will regularly produce blogs on marketing for small businesses, giving useful advice on different areas of small business marketing*
- *I will ensure that my blogs employ good SEO tactics, to help boost my website's presence and help small businesses find me online*
- *I will share the blogs through all the channels I can, to reach as many prospects as possible*

Search Engine Optimization

- *I will ensure that the backend of my website is optimized for SEO, so it's easily found and crawled by Google*
- *I will use SEO best practices on all the content on my website, so it is found online, and I build organic traffic to my website*
- *I will create company profiles on online directories like Google My Business and keep them up to date to help my SEO*