

Sample Marketing Plan

I. Executive Summary

The Executive Summary highlights the main purpose of the marketing plan, a brief history of the business and its mission.

II. Goals

Define your goals for the coming year. Do you hope to increase sales by a certain percentage? Do you want to increase brand recognition? Increase the number of customers? Goals must be SMART; that is:

- **S** – Specific
 - **M** – Measurable
 - **A** – Attainable
 - **R** – Relevant
 - **T** – Trackable
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- Goal 1
 - Goal 2
 - Goal 3

III. Target Market

This section identifies your target market - your potential customers and the geographic area that you'll be serving. All your research on personas should go here. Get as specific as possible with who your target audience is, what they do, and where they frequent.

- Persona 1
- Persona 2
- Persona 3

IV. Competitive Analysis

Put your research on the competition here. Divide your competition into bullet points, listing their strengths, weaknesses and comparison to your product or service. Some people like to use the SWOT technique (Strengths, Weaknesses, Opportunities, Threats).

- Competitor 1
 - Strengths
 - Weaknesses
 - Opportunities – what opportunities are there to position yourself in a positive light compared to this competitor?

- Threats – What are the possible threats this company has toward your success?
- Competitor 2
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats

V. Business Overview

Your positioning statement should go here, along with a detailed description of the products or services your business will market to your target audience, along with a description of what makes them special.

Positioning Statement:

Description of Products and Services

- Product 1 – description
- Product 2 – description

VI. Marketing Strategies

This section will outline the strategies that you came up with to sell your product – owned, earned and paid media. Also include pricing in this section. You can divide it into the following parts:

- **Pricing Strategy** – how you will price your products and services relative to competitors, and what impact will that have on your sales.
- **Place/Location Strategy** – how the location of your business best meets the needs of your customers or creates an advantage over competitors.
- **Promotional Strategy** – how you will promote your business and how that will make customers aware of your business and motivated to buy your products and services.
 - Owned media
 - Earned media
 - Paid media

VII. Implementation Activities

Create tasks based on your marketing strategy. What do you need to do to set up your marketing strategy? For each task, include a detailed description, tag a person responsible for completing it, and set a target date for completion. Having a plan of action with specific tasks ensures that they will get done.

Task	Description	Person Responsible	Completion Date

VIII. Budget & Sales Forecasts

This section contains an expense budget for the marketing implementation tasks and a forecast of the sales revenue expected from the marketing plan. Get as detailed as you can with line items; you don't want any unexpected surprises when marketing your product, and you need an accurate number to include in your overall budget for the year.

IX. Evaluation of Results

This section should include a description of what are the criteria for success of the plan, and how you will measure that success. By regularly monitoring progress, you can determine when what strategies are working, and implemented needed changes to make sure the goals are met.

Based on a marketing plan first created by the University of Wisconsin-Oshkosh's Small Business Development Center