

My Marketing Template

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Helping You Win

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Business Summary

Our Company

[Company name] is a company headquartered in [location of HQ] with offices in **[satellite office locations]**. The company's mission is to **[mission statement]**.

Include any company info below. Eg, "Rock Masonry is located in the heart of Newton, PA and serves the 3 surrounding counties in X, Y, and Z. Our mission is to provide peace of mind to all we serve."s

Our Marketing Leaders

List your marketing team here. You don't have to list if you don't have any. You can however put yourself down as the decision-maker.

[Marketing Leader 1] is **[company name]**'s **[job title of Marketing Leader 1]**. S/he will **[brief job description of Marketing Leader 1]**.

[Marketing Leader 2] is **[company name]**'s **[job title of Marketing Leader 2]**. S/he will **[brief job description of Marketing Leader 2]**.

[Marketing Leader 3] is **[company name]**'s **[job title of Marketing Leader 3]**. S/he will **[brief job description of Marketing Leader 3]**.

[Marketing Leader 4] is **[company name]**'s **[job title of Marketing Leader 4]**. S/he will **[brief job description of Marketing Leader 4]**.

SWOT Analysis

As [company name]'s marketing team, we want to help the brand lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for **[current year]**.

Strengths

What we're good at.
What's working.

What our customers like about us.

Weaknesses

What we want to fix.
What we want to strengthen.

What we want to become more efficient at.

Opportunities

What the industry might soon want.

What we think we'll be good at.
What will be our difference-maker.

Threats

What we think could hinder our growth.

What/who we think could take our customers.

Strengths

Weaknesses

Opportunities

Threats

Business Initiatives

[Company name] has the ambitious goal of [state your company's BIG goal]. To help the business do that, our marketing team will pursue the following initiatives in [current year]:

Initiative 1

You don't need to have multiple initiatives. You can have one or many. **Just state them here.**

Description: [Example: *Over the next 12 months, we'll work on building a blog property that becomes a go-to resource for our customers' burning questions -- and our number-one source of leads month over month by collecting their emails.*]

Goal of initiative: [Example: *To increase our website's ranking on Google and create critical top-of-the-funnel marketing content that helps our sales team start more conversations with prospects.*]

Metrics to measure success: [Example: *50,000 organic page views per month / 10 content downloads per month*]

Initiative 2

Description:

Goal of initiative:

Metrics to measure success:

Initiative 2

Description:

Goal of initiative:

Metrics to measure success:

Target Market

Industries

In **[current year]**, we're targeting the following **[regions, clients, industries]** where we'll sell our services and reach out to customers:

[Industry 1, Client 1, Region 1]

This includes **[sub-industries where your business might target more specific segments of your audience]**.

[Example: Client 1: People making over \$50K a year. This includes people that live in a certain region with a specific need, etc.]

[Industry 2]

This includes **[sub-industries where your business might target more specific segments of your audience]**.

[Example: Industry 2: Human Resources. This includes recruitment, people operations, etc.]

Buyer Personas

Within our target market(s), we've identified the following buyer personas to represent our ideal customers:

[Buyer Persona 1]

[Buyer Persona 1] is **[age range]** years old. S/he works in **[job title or industry name]** for a living and spends his/her free time **[describe lifestyle, family size, etc.]**. Ultimately, **[Buyer Persona 1]** wants **[personal or professional challenge(s) that your business will try to solve]**.

[Buyer Persona 2]

[Buyer Persona 2] is **[age range]** years old. S/he works in **[job title or industry name]** for a living and spends his/her free time **[describe lifestyle, family size, etc.]**. Ultimately, **[Buyer Persona 2]** wants **[personal or professional challenge(s) that your business will try to solve]**.

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Competitive Analysis

Within our target market(s), we expect to compete with the following companies:

[Company 1]

Services we compete with: **[This competitor's product/service, what it does, and what it might do better than yours]**

Other ways we compete: *[Example: This competitor has a blog that ranks highly on Google for many of the same keywords we would like to write content on]*

[Company 2]

Products we compete with: []

Other ways we compete: []

[Company 3]

Products we compete with: []

Other ways we compete: []

[Company 4]

Products we compete with: []

Other ways we compete: []

Market Strategy

Product

[Describe the services with which you will enter the target market described in the section above. How will this service solve the challenges described in your buyer persona description(s)? What makes this service different from (or at least competitive against) your competition?]

Price

[How much are you charging for this service? Is it competitive? Realistic for your customers' budget? Will you run any seasonal promotions/discounts associated with this product?]

Promotion

[How will you promote this service? Think more deeply than your blog or social media channels. What about this content will drive value into your service?]

Process

How will your service be delivered to your customer? Is it an ongoing service? How will you support their success with your service? Will you have work guaranteed stamp, money back, etc?

People

Who in the marketing department plays a role in your market strategy? Describe what each of them, or each team, will do to bring your market strategy success.

Physical Evidence

Where is your product displayed? If you sell an intangible product, how would customers produce visible evidence of your business?

Budget

Over the course of [current year], given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price
Eg. Marketing Software	
Eg. Event 1 [Hosting]	
Eg. Event 2 [Attending]	
Eg. Content Sponsorship [time period of campaign]	
Eg. Pay-per-click (Google)	
TOTAL [Total Marketing Team Expense for Current Year]	

Marketing Channels

Over the course of **[current year]**, we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

[Website/Publication 1]

Purpose of channel: [Example: Brand Awareness]

Metrics to measure success: [Example: 50,000 unique page views per month]

[Website/Publication 2]

Purpose of channel:

Metrics to measure success:

[Website/Publication 3]

Purpose of channel:

Metrics to measure success:

[Social Network 1]

Purpose of channel:

Metrics to measure success:

[Social Network 2]

Purpose of channel:

Metrics to measure success:

[Social Network 3]

Purpose of channel:

Metrics to measure success: