****

**MARKETING PLAN FOR STARTUPS**

MARKETING PLAN

COMPANY NAME

Street Address

City, State and Zip

webaddress.com

Version 0.0.0

00/00/0000

|  |  |  |
| --- | --- | --- |
| PREPARED BY | TITLE | DATE |
|  |  |  |
| EMAIL | PHONE |
|  |  |
| APPROVED BY | TITLE | DATE |
|  |  |  |

table of contents

[1. EXECUTIVE SUMMARY 3](#_Toc22671329)

[2. MISSION STATEMENT 3](#_Toc22671330)

[3. VISION STATEMENT 3](#_Toc22671331)

[4. SITUATIONAL ANALYSIS 3](#_Toc22671332)

[4.1 5C ANALYSIS 3](#_Toc22671333)

[4.1.1 COMPANY 3](#_Toc22671334)

[4.1.2 COLLABORATORS 3](#_Toc22671335)

[4.1.3 CUSTOMERS 3](#_Toc22671336)

[4.1.4 COMPETITORS 3](#_Toc22671337)

[4.1.5 CLIMATE 3](#_Toc22671338)

[4.2 SWOT ANALYSIS 3](#_Toc22671339)

[5. CORE CAPABILITIES 3](#_Toc22671340)

[6. GOALS 3](#_Toc22671341)

[6.1 SHORT-TERM GOALS 3](#_Toc22671342)

[6.1.1 FINANCIAL 3](#_Toc22671343)

[6.1.2 PRODUCT 3](#_Toc22671344)

[6.1.3 HUMAN RESOURCES 3](#_Toc22671345)

[6.1.4 MARKETING 3](#_Toc22671346)

[6.2 LONG-TERM GOALS 3](#_Toc22671347)

[6.2.1 FINANCIAL 3](#_Toc22671348)

[6.2.2 PRODUCT 3](#_Toc22671349)

[6.2.3 HUMAN RESOURCES 3](#_Toc22671350)

[6.2.4 MARKETING 3](#_Toc22671351)

[7. TARGET MARKET 3](#_Toc22671352)

[7.1 INFORMATION COLLECTION 3](#_Toc22671353)

[7.2 PAIN POINTS 3](#_Toc22671354)

[7.3 SOLUTIONS 3](#_Toc22671355)

[7.4 BUYER PERSONA 3](#_Toc22671356)

[8. MARKETING STRATEGY 3](#_Toc22671357)

[8.1 BUYER’S BUYING CYCLE 3](#_Toc22671358)

[8.2 UNIQUE SELLING PROPOSITION (USP) 3](#_Toc22671359)

[8.3 BRANDING 3](#_Toc22671360)

[8.4 MARKETING MIX – 4Ps 3](#_Toc22671361)

[8.4.1 PRODUCT 3](#_Toc22671362)

[8.4.2 PRICE 3](#_Toc22671363)

[8.4.3 PLACE 3](#_Toc22671364)

[8.4.4 PROMOTION 3](#_Toc22671365)

[8.5 MARKETING CHANNELS 3](#_Toc22671366)

[8.6 BUDGET 3](#_Toc22671367)

[9. PERFORMANCE STANDARDS & MEASUREMENT METHODS 3](#_Toc22671368)

[9.1 STANDARDS OF PERFORMANCE 3](#_Toc22671369)

[9.2 BENCHMARKS 3](#_Toc22671370)

[9.3 MARKETING METRICS TO MEASURE SUCCESS 3](#_Toc22671371)

[9.4 MEASUREMENT METHODS 3](#_Toc22671372)

[10. FINANCIAL SUMMARY 3](#_Toc22671373)

[10.1 FINANCIAL FORECASTS 3](#_Toc22671374)

[10.2 BREAK-EVEN ANALYSIS 3](#_Toc22671375)

[10.3 FINANCIAL STATEMENTS 3](#_Toc22671376)

[10.3.1 INCOME STATEMENT 3](#_Toc22671377)

[10.3.2 CASH-FLOW PROJECTION 3](#_Toc22671378)

[10.3.3 BALANCE SHEET 3](#_Toc22671379)

[11. APPENDIX 3](#_Toc22671380)

[11.1 RESEARCH RESULTS 3](#_Toc22671381)

[11.2 PRODUCT SPECIFICATIONS AND IMAGES 3](#_Toc22671382)

# EXECUTIVE SUMMARY

|  |
| --- |
|  |

# MISSION STATEMENT

|  |
| --- |
|  |

# VISION STATEMENT

|  |
| --- |
|  |

# SITUATIONAL ANALYSIS

## 5C ANALYSIS

### COMPANY

|  |
| --- |
|  |

### COLLABORATORS

|  |
| --- |
|  |

### CUSTOMERS

|  |
| --- |
|  |

### COMPETITORS

|  |
| --- |
|  |

### CLIMATE

|  |
| --- |
|  |

## SWOT ANALYSIS

|  |
| --- |
| INTERNAL FACTORS |
| STRENGTHS (+) | WEAKNESSES (-) |
|  |  |
| EXTERNAL FACTORS |
| OPPORTUNITIES (+) | THREATS (-) |
|  |  |

# CORE CAPABILITIES

CAPABILITY ONE

|  |
| --- |
|  |

CAPABILITY TWO

|  |
| --- |
|  |

CAPABILITY THREE

|  |
| --- |
|  |

# GOALS

## SHORT-TERM GOALS

### FINANCIAL

|  |
| --- |
|  |

### PRODUCT

|  |
| --- |
|  |

### HUMAN RESOURCES

|  |
| --- |
|  |

### MARKETING

|  |
| --- |
|  |

## LONG-TERM GOALS

### FINANCIAL

|  |
| --- |
|  |

### PRODUCT

|  |
| --- |
|  |

### HUMAN RESOURCES

|  |
| --- |
|  |

### MARKETING

|  |
| --- |
|  |

# TARGET MARKET

## INFORMATION COLLECTION

|  |
| --- |
|  |

## PAIN POINTS

|  |
| --- |
|  |

## SOLUTIONS

|  |
| --- |
|  |

## BUYER PERSONA

|  |
| --- |
|  |

# MARKETING STRATEGY

## BUYER’S BUYING CYCLE

|  |
| --- |
|  |

## UNIQUE SELLING PROPOSITION (USP)

|  |
| --- |
|  |

## BRANDING

|  |
| --- |
|  |

## MARKETING MIX – 4Ps

### PRODUCT

|  |
| --- |
|  |

### PRICE

|  |
| --- |
|  |

### PLACE

|  |
| --- |
|  |

### PROMOTION

|  |
| --- |
|  |

## MARKETING CHANNELS

|  |
| --- |
|  |

## BUDGET

|  |
| --- |
|  |

# PERFORMANCE STANDARDS & MEASUREMENT METHODS

## STANDARDS OF PERFORMANCE

|  |
| --- |
|  |

## BENCHMARKS

|  |
| --- |
|  |

## MARKETING METRICS TO MEASURE SUCCESS

|  |
| --- |
|  |

## MEASUREMENT METHODS

|  |
| --- |
|  |

# FINANCIAL SUMMARY

## FINANCIAL FORECASTS

|  |
| --- |
|  |

## BREAK-EVEN ANALYSIS

|  |
| --- |
|  |

## FINANCIAL STATEMENTS

### INCOME STATEMENT

|  |
| --- |
|  |

### CASH-FLOW PROJECTION

|  |
| --- |
|  |

### BALANCE SHEET

|  |
| --- |
|  |

# APPENDIX

## RESEARCH RESULTS

|  |
| --- |
|  |

## PRODUCT SPECIFICATIONS AND IMAGES

|  |
| --- |
|  |

|  |
| --- |
| **DISCLAIMER**Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |