**MARKETING PLAN**

**TEMPLATE**

Company Name

MARKETING PLAN

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 4](#_Toc161927627)

[1.1 Marketing Leaders 4](#_Toc161927628)

[1.2 Marketing Plan Mission Statement 4](#_Toc161927629)

[1.3 Target Audience 4](#_Toc161927630)

[1.4 SWOT Analysis 4](#_Toc161927631)

[1.5 Market Analysis 5](#_Toc161927632)

[1.6 Goals 5](#_Toc161927633)

[1.7 Strategic Approaches 5](#_Toc161927634)

[1.8 Budget 5](#_Toc161927635)

[2. TARGET MARKET 6](#_Toc161927636)

[2.1 Information Collection 6](#_Toc161927637)

[2.2 Pain Points and Solutions 6](#_Toc161927638)

[2.3 Buyer Persona 7](#_Toc161927639)

[3. SWOT ANALYSIS 8](#_Toc161927640)

[4. MARKET ANALYSIS 9](#_Toc161927641)

[4.1 Market Overview 9](#_Toc161927642)

[4.2 Market Segments 9](#_Toc161927643)

[4.3 Competitor Analysis 10](#_Toc161927644)

[5. GOALS 12](#_Toc161927645)

[6. STRATEGIES 13](#_Toc161927646)

[7. MARKETING STRATEGY 15](#_Toc161927647)

[7.1 Buyer’s Buying Cycle 15](#_Toc161927648)

[7.2 Unique Selling Proposition (USP) 15](#_Toc161927649)

[7.3 Branding 16](#_Toc161927650)

[7.4 Marketing Mix – 4Ps 17](#_Toc161927651)

[7.5 Marketing Channels 19](#_Toc161927652)

[8. BUDGET 20](#_Toc161927653)

[9. KEY PERFORMANCE INDICATORS 21](#_Toc161927654)

[10. PRODUCT SPECIFICATIONS AND IMAGES 22](#_Toc161927655)

# EXECUTIVE SUMMARY

## Marketing Leaders

|  |
| --- |
|   |

## Marketing Plan Mission Statement

|  |
| --- |
|  |

## Target Audience

|  |  |  |  |
| --- | --- | --- | --- |
| GEOGRAPHICS | DEMOGRAPHICS | PSYCHOGRAPHICS | BEHAVIORS  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## SWOT Analysis

|  |
| --- |
|  |

## Market Analysis

|  |  |
| --- | --- |
| MARKET |  |
| MARKET SIZE |  |
| MARKET GROWTH RATE |  |
| MARKET SHARE |  |
| MARKET DEMAND |  |
| MARKET TREND |  |
| MARKET SEGMENTS |  |
| COMPETITOR ANALYSIS |  |

## Goals

|  |
| --- |
|  |

## Strategic Approaches

|  |
| --- |
|  |

## Budget

|  |
| --- |
| $ |

# TARGET MARKET

## Information Collection

|  |  |  |  |
| --- | --- | --- | --- |
| GEOGRAPHICS | DEMOGRAPHICS | PSYCHOGRAPHICS | BEHAVIORS  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Pain Points and Solutions

|  |  |
| --- | --- |
| PAIN POINT | SOLUTION |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

##

## A person with curly hair  Description automatically generated with low confidenceBuyer Persona

BACKGROUND

Enter text

|  |  |  |
| --- | --- | --- |
| Demographics | Age |  |
| Gender |  |
| Location |  |
| Occupation |  |
| Income |  |
| Psychographics |  |
| Challenges and Pain Points |  |
| Goals and Motivations |  |
| Preferred Channels and Behaviors |  |

#

# SWOT ANALYSIS

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

# MARKET ANALYSIS

## Market Overview

|  |  |
| --- | --- |
| Market Size |  |
| Market Growth Rate |  |
| Market Share |  |
| Market Demand |  |
| Market Trends |  |

## Market Segments

|  |  |  |  |
| --- | --- | --- | --- |
| Segments | Demographics | Psychographics | Behaviors |
| Segment 1: Eco-Conscious Families |  |  |  |
| Segment 2: Health-Conscious Individuals |  |  |  |
| Segment 3: Sustainable- Living Enthusiasts |  |  |  |

## Competitor Analysis

|  |  |  |  |
| --- | --- | --- | --- |
|  | **GreenClean** | **EcoFresh Organics** | **PureEarth Solutions** |
| COMPANY PROFILE |  |  |  |
| PRODUCT FOCUS |  |  |  |
| BRAND EMPHASIS |  |  |  |
| MARKET SHARE |  |  |  |
| DISTRIBUTION CHANNELS |  |  |  |
| TARGET DEMOGRAPHICS |  |  |  |
| COMPETITIVE ADVANTAGE |  |  |  |
| COMPETITION CHALLENGES |  |  |  |

# GOALS

|  |  |
| --- | --- |
| GOAL | Increase Brand Awareness |
| Objective |  |
| Key Results |  |

|  |  |
| --- | --- |
| GOAL | Expand Market Share |
| Objective |  |
| Key Results |  |

# STRATEGIES

|  |
| --- |
| Increase Brand Awareness |
| Content Marketing |  |
| Social Media Engagement |  |
| Partnerships and Collaborations  |  |
| Community Engagement |  |

|  |
| --- |
| Expand Market Share |
| Product Expansion |  |
| Distribution Expansion |  |
| Price Positioning |  |
| Targeted Marketing Campaigns |  |
| Customer Loyalty Programs |  |

# MARKETING STRATEGY

## Buyer’s Buying Cycle

|  |  |
| --- | --- |
| 1.Awareness Stage |  |
| 2. Consideration Stage |  |
| 3. Decision Stage |  |
| 4.Post-Purchase Stage |  |

## Unique Selling Proposition (USP)

|  |
| --- |
|  |

## Branding

|  |  |
| --- | --- |
| Brand Identity |  |
| Brand Messaging |  |
| Packaging Design |  |
| Online Presence |  |
| Brand Experience |  |

##

## Marketing Mix – 4Ps

|  |
| --- |
| PRODUCT |
|  |

|  |
| --- |
| PRICE |
|  |

|  |
| --- |
| PLACE |
|  |

|  |
| --- |
| PROMOTION |
|  |

## Marketing Channels

|  |  |  |
| --- | --- | --- |
| Channel 1: Social Media Marketing | Platforms |  |
| Content |  |
| Channel 2: Content Marketing | Blog |  |
| Educational Content |  |
| Channel 3: Email Marketing | Newsletter |  |
| Channel 4: In-Store Marketing | Point-of-Purchase Displays |  |
| Product Demonstrations |  |
| Channel 5: Online Advertising | Google Ads |  |
| Social Media Ads |  |
| Channel 6: Partnerships and Collaborations | Retail Partnerships |  |
| Eco-Friendly Brand Collaborations |  |

# BUDGET

|  |  |
| --- | --- |
| Marketing Efforts | Budget Allocation |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| TOTAL | **$**  |

# KEY PERFORMANCE INDICATORS

|  |  |  |
| --- | --- | --- |
|  | KPI | Success Determination |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

# 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. |