

# MARKETING PLAN 2021

**FOR:**



Created by Salty Red Dog Promo, LLC © 2020

# HOW IT WORKS



Save this PDF to your computer. Fill this marketing plan with your own answers.

Be sure to review every quarter or year.



# THE OUTLINE

YOUR  
LOGO  
HERE

- 
1. SUMMARY
  2. INITIATIVES
  3. TARGET MARKET
  4. MARKETING STRATEGY
  5. BUDGET
  6. MARKETING CHANNELS



# YOUR STORY

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How did you start your business?  
Telling your story is a great way to  
connect with others:





# YOUR OBJECTIVE

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What is your Company Name?

Where is your company located?



# YOUR SUMMARY

The Business Summary is where you talk about your company, your team and what you're good at.

What is your objective for your business?

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# YOUR COMPANY

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What is your Company Name?

Where is your company located?





# YOUR COMPANY

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## What is your company's mission statement?

"A mission statement is a short statement of why an organization exists, what its overall goal is, identifying the goal of its operations"





# YOUR TEAM

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Team Member, Role & Responsibilities:

Team Member, Role & Responsibilities:





# YOUR TEAM

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**Team Member, Role & Responsibilities:**

**Team Member, Role & Responsibilities:**





# SWOT ANALYSIS

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## OUR COMPANY'S STRENGTHS

What are we good at?

What's working?

What our customers like about us?





# SWOT ANALYSIS

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## OUR COMPANY'S WEAKNESSES

What we want to fix:

What we want to strengthen:

What we want to become more efficient in:





# SWOT ANALYSIS

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## OUR COMPANY'S OPPORTUNITIES

What the industry might soon want:

What we think we'll be good at:

What will be our difference maker?





# SWOT ANALYSIS

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## OUR COMPANY'S THREATS

What we think could hinder our growth:

What/who we think could take our clients/customers?





# YOUR INITIATIVES

The Business Initiative is your way of setting a priority. For example: Over the next 12 months you may want to start a blog (description); because you want to increase your website's rank on Google (goal); and have 5-10 articles per month with over 50,000 organic views (metrics to measure success).

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# INITIATIVE ONE

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Description:

Goal of initiative:

Metrics to measure success:





# INITIATIVE TWO

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Description:

Goal of initiative:

Metrics to measure success:



# INITIATIVE THREE

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Description:

Goal of initiative:

Metrics to measure success:





# TARGET MARKET

A target market refers to a group of potential customers to whom a company wants to sell its products and services to. Identifying your target market is an essential step for any company in the development of a marketing plan.

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# TARGET MARKET

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## INDUSTRY 1

Industry to target:

Sub Industries:

Industries to target should be who you'd like to sell your target to. An example of an industry is Food & Beverage. A subindustry would include bar & grills, breweries, steakhouses, etc,





# TARGET MARKET

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## INDUSTRY 2

Industry to target:

Sub Industries:



# BUYER PERSONA

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## BUYER PERSONA 1

Age range:

Job title or industry name:

Describe their lifestyle/family size, etc.:

Personal/Professional challenges your business will solve:

A Buyer Persona should be described as your ideal client or audience. Their habits, age, lifestyle, etc.





# BUYER PERSONA

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## BUYER PERSONA 2

Age range:

Job title or industry name:

Describe their lifestyle/family size, etc.:

Personal/Professional challenges your business will solve:



# COMPETITION

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## COMPETITIVE ANALYSIS

Company Name 1:

Products we compete with:

Other ways we compete:

A competitive analysis identifies your competitors and evaluates their strategies to determine strengths and weaknesses relative to your brand.





# COMPETITION

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## COMPETITIVE ANALYSIS

Company Name 2:

Products we compete with:

Other ways we compete:



# COMPETITION

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## COMPETITIVE ANALYSIS

Company Name 3:

Products we compete with:

Other ways we compete:





# COMPETITION

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## COMPETITIVE ANALYSIS

Company Name 4:

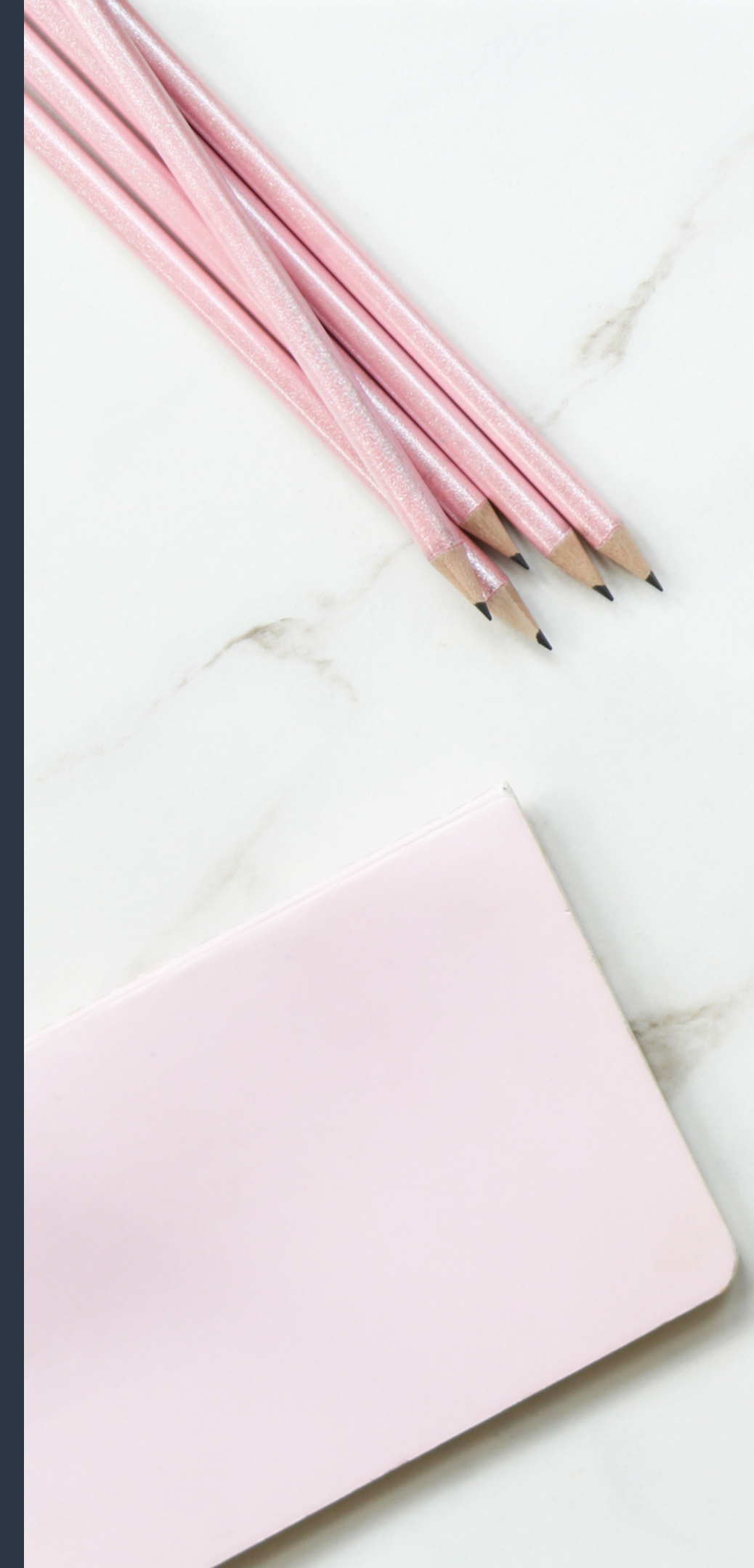
Products we compete with:

Other ways we compete:



# MARKET STRATEGY

An effective marketing strategy combines different elements of the marketing mix. It is designed to meet your company's marketing objectives by providing your customers with value and establish your position within your target market.





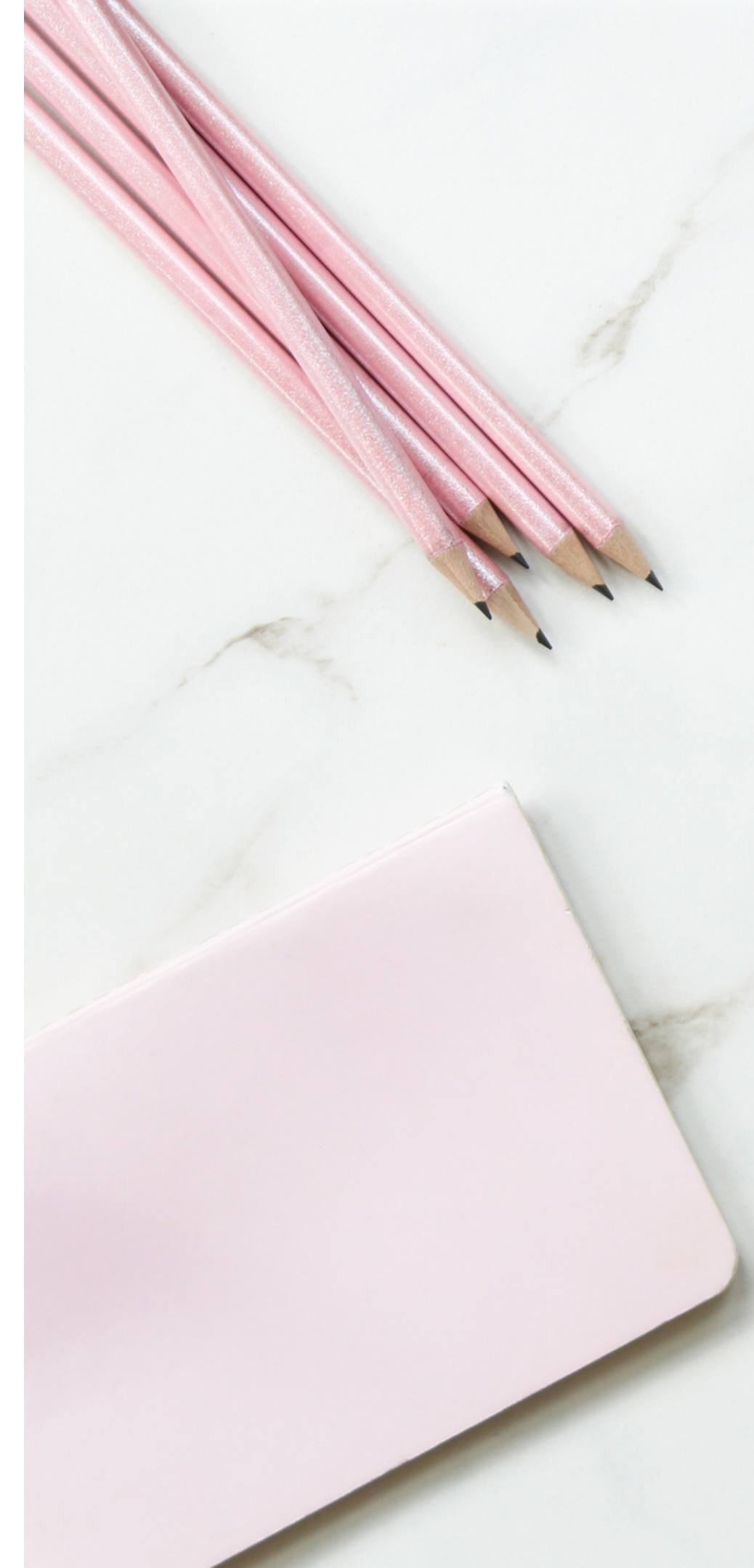
# PRODUCT

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Describe your products:

How will this product solve challenges described in your buyer persona descriptions?

What makes this product different from your competition?



# PRICE

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How much is your product?

Is it competitive? Realistic for your customer's budget?

Will you run any seasonal promotions/discounts associated with this product?





# PROMOTION

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How will you promote this product? Think more deeply than social media channels or your blog.

What about this content will drive value into your product?



# PEOPLE

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Who in the marketing department plays a role in your marketing strategy?

Describe what each of them, or each team, will do to bring your market strategy success.





# PROCESS

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How will the product be delivered to your customer?

Is it an ongoing service?

How you support their success with their product?



# PHYSICAL EVIDENCE

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Where/how will your product be displayed?

If you sell an intangible product or service, how would customers product visible evidence of your business?





# MARKETING BUDGET

A marketing plan budget outlines the cost of all marketing strategies and tactics involved in getting your results.

It provides the specific goals of your company and what it will cost.

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# BUDGET

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## AMOUNT ALLOTTED FOR THE YEAR

Marketing Expense One:

Marketing Expense Two:

Estimated Price:

Estimated Price:

A marketing expense could be anything from an annual membership, software, content sponsorship, advertising, etc.





# BUDGET

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Marketing Expense Three:

Marketing Expense Four:

Estimated Price:

Estimated Price:

Marketing Expense Five:

Marketing Expense Six:

Estimated Price:

Estimated Price:



# BUDGET

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Marketing Expense Seven:      Marketing Expense Eight:

Estimated Price:      Estimated Price:

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TOTAL MARKETING EXPENSE FOR YEAR:





# MARKETING CHANNELS

Marketing channels are different ways to educate your customers, generate leads and develop brand awareness. They can include digital advertising, social media, email marketing, public relations and offline promo.

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# CHANNELS

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## WEBSITE/PUBLICATION 1

Purpose of channel:

Metrics to measure success:





# CHANNELS

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## WEBSITE/PUBLICATION 2

Purpose of channel:

Metrics to measure success:





# CHANNELS

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## WEBSITE/PUBLICATION 3

Purpose of channel:

Metrics to measure success:





# CHANNELS

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## SOCIAL NETWORK 1

Purpose of channel:

Metrics to measure success:





# CHANNELS

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## SOCIAL NETWORK 2

Purpose of channel:

Metrics to measure success:





# CHANNELS

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## SOCIAL NETWORK 3

Purpose of channel:

Metrics to measure success:

