



SIMPLE Marketing Plan Template

Use this marketing plan template to focus mainly on the launch of your business.

Establish Consistent Branding

Consistent branding includes logo, fonts, colors, messaging, templates, social media, print materials, etc. Make sure everything you create going forward adheres to your business branding.

Remember, consistency = establishing credibility and building trust with your audience!

If there is anything you need to do in order to make this happen, write it down and get it done!

You'll want to establish this before you move on with the rest of your marketing plan.

Marketing Channels

Decide which marketing channels make sense for your business:

Direct Sales

Selling products or services directly to consumers without intermediaries. This can be done through a company's own brick-and-mortar stores, website, or sales team.

Retailers

Selling products through established retail outlets, such as department stores, specialty stores, or supermarkets.

E-Commerce

Selling products or services online through a company's website, third-party online marketplaces (e.g., Amazon, eBay), or a combination of both.

Wholesalers

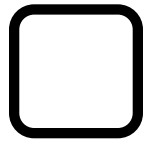
Distributing products in bulk to retailers or other businesses that then sell them to consumers. Wholesalers act as intermediaries between manufacturers and retailers.

Affiliate Marketing

Partnering with individuals or other businesses (affiliates) to promote products or services in exchange for a commission on sales generated through their marketing efforts.

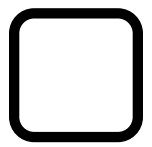
Social Media Marketing

Utilizing social media platforms (e.g., Facebook, Instagram, Twitter) to promote products or services and engage with customers directly.



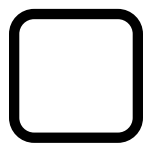
Content Marketing

Creating and distributing valuable and relevant content (e.g., blog posts, videos, infographics) to attract and engage a target audience.



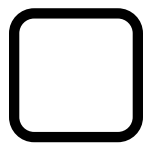
Email Marketing

Sending targeted messages or promotions to a list of subscribers via email to build relationships and encourage sales.



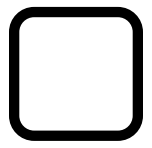
Search Engine Marketing (SEM)

Utilizing paid search advertising (e.g., Google Ads) to increase visibility and drive traffic to a website.



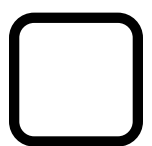
Search Engine Optimization (SEO)

Optimizing website content to improve its visibility in search engine results, increasing organic (non-paid) traffic.



Influencer Marketing

Collaborating with individuals or influencers who have a significant following to promote products or services to their audience.



Trade Shows and Events

Participating in industry-specific trade shows, conferences, or events to showcase products and connect with potential customers and partners.

Once you have your marketing channels established, then you can determine:

Which channels are your priority:

When and for how long you want to focus on each one:

What portion of your marketing budget should go toward each channel:

(Make sure to update your budget spreadsheet as well!)


What To Include

Target Market Selection: Identify the specific audience within the market that the business aims to reach and serve.

Unique Value Proposition (UVP): Define what sets the product or service apart from competitors and why customers should choose it.

Product Strategy: Determine the features, benefits, and attributes of the product or service and how it meets the needs of the target market.

Pricing Strategy: Set the appropriate pricing for the product or service based on factors such as cost, value, and market demand.



Promotion Strategy: Outline the promotional activities to create awareness and persuade customers to choose the product or service. This can include advertising, public relations, sales promotions, and digital marketing.

Marketing Budget: Allocate financial resources to various marketing activities to achieve strategic goals. Fill this out on your budget spreadsheet.

Timeline and Implementation Plan: Create a timeline that outlines when specific marketing activities will be carried out, and detailing the steps involved.

Be Flexible

A well-crafted marketing strategy provides a roadmap for your business to connect with your audience, build brand awareness, and drive sales. It should align with overall business goals and be adaptable to the ever-evolving market dynamics.

If you need a little more help fleshing out your marketing plan, consider consulting with a coach or marketing expert to make sure you're on the right track.