[Insert Company Name] Marketing Plan

For

[Year] – [Year]

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## Executive Summary

Your mission statement should answer the following question:

* All the different products and services your team offers
* How long your company has been running
* An introduction to your marketing team
* The structure of your marketing team
* Any additional team members that your marketing team works with either instead the company or freelancers
* The mission statement of the business
* Your main marketing objectives and tactics

## Mission Statement

## Channel Selection:

Social Channels:

 a.

 b.

 c.

 d.

 e.

Blog hosting platforms:

Email publishing platforms:

Website and landing page platforms:

## Goals

### Awareness:

### Consideration:

### Purchase:

### Loyalty:

### Advocacy:

## SWOT Analysis

### Strengths:

### Weaknesses:

### Opportunities:

### Threats:

## Competitor Analysis

### Competitor One:

Channels Utilized:

Voice and Tone:

Tactics:

### Competitor Two:

Channels Utilized:

Voice and Tone:

Tactics:

### Competitor Three:

Channels Utilized:

Voice and Tone:

Tactics:

### Competitor Four:

Channels Utilized:

Voice and Tone:

Tactics:

### Competitor Five:

Channels Utilized:

Voice and Tone:

Tactics:

## Audience Persona

Who are they:

* Where in the world are they located?
* What do they do for a job? What position are they in?
* What industry do they work in?
* How old are they?
* Goals or Challenges?
* Values and fears?
* What can our company or product do to help solve their problems?

What problems are they facing?

How does our product or company help solve those problems?

## Project Breakdown:

### January

### February

### March

### April

### May

### June

### July

### August

### September

### October

### November

### December

## Budget:

Budget for social media:

Budget for email marketing:

Budget for website/blog:

Budget for video:

Budget for PPC:

Budget for display advertising:

## Promotion Strategy

Content Types:

a.

b.

c.

d.

e.

Promotional Templates

1.

2.

3.

4.

5.

## Measuring Success

Goal One:

 Metric to be measured:

 Goal:

Goal Two:

 Metric to be measured:

 Goal:

Goal Three:

 Metric to be measured:

 Goal:

Goal Four:

 Metric to be measured:

 Goal:

 Goal Five:

 Metric to be measured:

 Goal:

Goal Six:

 Metric to be measured:

 Goal:

Goal Seven:

 Metric to be measured:

 Goal:

Goal Eight:

 Metric to be measured:

 Goal: