**Marketing Plan**

**Template**

*(Insert your brand/company name here)*

****





**Business Objectives**

Insert text here

**Marketing Objectives**

Insert text here

**SWOT Analysis**

|  |  |
| --- | --- |
|  |  |
|  |  |

Actions as a result of SWOT

**Vision and Mission Statement**

**Vision Statement**

*What* ***vision*** *do you have for your business in the long-term (3-5 years)? A Vision Statement would ideally be captured in one – two sentences.*

**Mission Statement**

*This is a statement of how you plan to achieve your vision in the short-term.*

**Customer Segmentation**

**Total Potential Customers / Target Market**

*Summarise the total size of market, potential range of customers, what products or services they want to buy.*

**Target Niche**

*Highlight the key customers you are going to target with your marketing activity and outline why you have chosen these as your niche customers.*

|  |  |  |
| --- | --- | --- |
| *Target Audience* | *Ideal Product or Service* | *Key Messages* |
|  |  |  |
|  |  |  |

**Distribution**

*Where will you sell the product to your customer?*

**Pricing**

*Describe your pricing strategy****.*** Describe how you have made allowances for change, such as rising costs, competitors lowering their prices or customers' attitudes shifting?

**Competitors**

|  |  |  |
| --- | --- | --- |
| Competitors | Why they are good | Where the opportunity/gap exists |
|  |  |  |
|  |  |  |
|  |  |  |

*Tip: Evaluate the competitors based on: Product / Price / Place / Promotion / People / Process*

**Unique Selling Point / Discriminator**

*What makes your product different than what is out in the market currently?*

**Promotion**

**Branding**

What and where are you investing in branding?

**Marketing Channels and Tools**

*How will you get the word out to customers?*

**Calendar of Marketing and Sales Activities**

*What are all the activities that you will do to generate interest?* Including objectives and outcomes

**Marketing Budget**

**Evaluation Methods of Marketing Effectiveness**