

Marketing & Promotional Plan Worksheet

Create a Marketing Plan

A well thought-out, solid marketing plan serves as a roadmap for your marketing efforts. To get there, you'll need to devote some time and energy. As the cornerstone of your efforts this plan will lead you to the innovative, sometimes unconventional, low-budget marketing goals you are seeking to achieve.

	YOUR PLAN
<p style="text-align: center;">Situation Analysis</p> <p>What is your product/service? What are its features? Who is your competition? How is your product different than theirs? How can you position yourself to compete with them? What are your challenges? Other?</p>	
<p style="text-align: center;">Target Audience</p> <p>Put together a profile of your current/potential customers.</p> <p><u>Consumer Market:</u> age, gender, household income, occupation, motivation to buy, location</p> <p><u>Business (wholesale) Market:</u> location, sector, why do they need your product, price point, qualifying criteria for prospects, other</p>	
<p style="text-align: center;">Goals</p> <p>List your marketing goals and give each one a deadline for completion.</p> <p>Make the goals quantifiable. For example, instead of "find new customers" say "sign up three new accounts by (certain date)."</p>	
<p style="text-align: center;">SWOT Analysis</p> <p>Strengths you bring to the business Weaknesses you need to overcome Opportunities that give you the advantage Threats that may challenge your business</p>	
<p style="text-align: center;">Strategies and Tactics</p> <p>Define your marketing strategies (what you want to accomplish) and outline the tactics (how you will accomplish them). Based on what your products or services are, the habits of your customers and the methods of your competitors, determine the best way to sell your products. Consider how you will close the sale with potential customers, how much you should charge, and how you will deliver your goods (these already are a part of your business plan).</p>	
<p style="text-align: center;">Budget</p> <p>How much will each strategy cost to implement? If the tally is too costly, spend some time re-evaluating your tactics to develop more affordable ways to reach your goals. For example, instead of hiring a part-time marketing/communications employee, outsource to a freelancer who can handle the tasks on a per-project basis.</p>	