

Digital Marketing Plan Template

One of the most important, yet often overlooked areas for the small business owner is the development of a marketing plan. An effective marketing plan will act as a reference document to help you to execute your marketing strategy. It will also help you to develop a methodical approach to creating services and products that satisfy your customers' needs.

When writing a marketing plan you need to be clear about your marketing objectives and how you're going to achieve them. A good marketing plan sets realistic and measurable objectives; includes budgets and action plans, and allocates responsibilities.

Your marketing plan will include the following elements:

- A summary of your marketing plan
- Background analysis of your business and market
- Marketing objectives and strategy of your business
- Your marketing mix
- Action plans and budgets
- Organisational implications and contingencies
- Evaluation and monitoring strategies
- Supporting documentation

Keep it up to date

Planning your marketing should be an ongoing business activity. As the market conditions and your business change, you will need to revisit many of the ideas and strategies outlined in your marketing plan. By referring to your plan regularly, you will ensure that your business keeps heading in the right direction.