

MARKETING PLAN TEMPLATE

One of the toughest marketing assignments is to write a marketing plan that is ambitious yet still attainable. By following the guide and using the template below, anyone will be able to write a top rate marketing plan.

Before starting on your written plan, you should answer the following questions:

1. What is the product or service you are selling?
2. Who is your market that will buy the product or service?
3. What need does the above market have for your product or service?
4. What is the basic message that you would like to send to this market in regards to your product?
5. What is the best way of getting in contact with your projected market? (i.e.- T.V, Radio, Print, Online)

After answering the above questions you will ready to start on your marketing plan. When answering question five keep in mind your budget limitations as you do not want to set yourself up for committing too much money to advertising.

Follow the template below using your answers to the above questions to guide you through.

Executive Summary

The Executive Summary can be taken straight from the business plan or it can be newly written for the marketing plan. Below is a suggested list of things to be included.

Description of the Company

The description of the company should include a brief summary of the company including when it was founded and some general details about your company. It should not be more than about 10 lines and should not go into too much detail about the companies mission or products and services as this comes later in the Executive Summary.