



Marketing Plan Template

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freely distributed.

The purpose of writing a marketing plan is to focus your efforts and money towards what will most increase the profits of your business. The point is not to write a large 100 page plan that is too complicated to put into practice. It's better to write a 5-page plan that is tight, focused and will keep you on track for the next 12 months. You should write and publish a new marketing plan every year.

This template is designed to be printed out and used as a guide as you write and develop your marketing plan.

Section 1: Company Mission statement

Your marketing plan should start with your company mission statement. If you need to review steps on how to write a mission statement, review the article below.

[How To Write A Mission Statement](#)

Section 2: Short-Term Marketing Goals

List 3-5 short term marketing goals that you plan to accomplish over the next 12 months. Below are the rules you should follow when identifying and listing your goals. Your goals should be realistic and achievable but be sure to challenge yourself.

1. The goal must be specific and focused on one item.

Wrong: We will increase our profits over the next 12 months.

Right: We will increase our profits by 3% over the next 12 months.

Wrong: We will introduce a new product line and add 3 people to our sales force

Right: We will introduce a new ebook by the end of the year focused on helping customers invest their money.

2. The goal must be measureable.

If your goal is to increase your market share by 5% over the next 12 months, make sure you have the ability to measure this information. If you can't measure it, you're better off reframing the goal so it can be measured.

3. The goal must be time bound.

All goals in this section should be achievable in 12 months or less. In the next section, you will list your long-term company goals. If a goal is to be achieved in 6 months as opposed to 12, be sure to state this time frame.