

KHEMEIA TEMPLATE:

Marketing Plan For Startups

This is a KHEMEIA Consulting template created for you to kick-start your digital marketing.

KHEMEIA Consulting – Yorkshire's Innovation Agency, where we believe innovation is the key to business growth.

#theKHEMEIAWay

Step 1: Goals



Turnover	
Year 1	
Year 2	
Year 3	

Number of Employees	
Year 1	
Year 2	
Year 3	

Geographical Reach

Perfect Customers

Step 2:

Buyer Personas

Buyer Personas 1	
Motivations:	Motivations (continued)
1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

Buyer Personas 2	
Motivations:	Motivations (continued)
1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

Buyer Personas 3	
Motivations:	Motivations (continued)
1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

Buyer Personas 4	
Motivations:	Motivations (continued)
1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

Buyer Personas 5	
Motivations:	Motivations (continued)
1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

Step 3: Content



AWESOME
interesting + relevant + compelling =
CONTENT

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You must tick at least 2 out of 3 of these criteria.

Contact Us
and
Grow Your
Business Today