

Monthly Marketing Plan

Month:

Detail the activities you will be undertaking in each of the main marketing categories this month, try to be as descriptive as possible and make them

Social Media	eMail Marketing	Articles	Other
Objectives			

Marketing Plan

Company Name

Marketing Objectives

Enter the five main objectives that you want to achieve with your marketing strategy.

1	
2	
3	
4	
5	

Objectives should be things that you can actually measure. For example increase sales by 20%

Marketing Tactics

Enter the five main objectives that you want to achieve with your marketing strategy.

1	
2	
3	
4	
5	

Tactics are what you are going to do to achieve your objectives like email marketing, or Google Adwords

SEO Keywords

List your main keywords that people will be finding your website through

Marketing Ideas

here are some ideas for tactics to acquire new customers or sell to existing customers

Ideas to get new customers	Ideas to Sell to Existing Customers
<p>Google Adwords</p> <p>At the top of any new customer acquisition list is a well defined Google Adwords campaign</p> <p>Facebook Advertising</p> <p>Did you know that you can advertise on Facebook and set incredibly specific criteria for targeting your ad?</p> <p>Introductory Specials and Credits</p> <p>Offer an introductory credit towards the customer's first sale.</p>	<p>eMail Marketing</p> <p>Targeted email marketing to your existing customers is a great way of getting repeat customers</p> <p>Facebook Competitions</p> <p>Once someone is a Facebook fan you want to offer them things to encourage them to share your Facebook page. Competitions are a great way of doing this.</p>