# (company name) **Marketing plan**

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| **Company** | **Based on your SWOT and business plan, describe what your company brings to market.**  *If someone asked you to describe your company in a few sentences, what would you say? What is it your company offers? What makes your company unique? What features can you offer that other companies can’t?* |
| **Product** | **Describe your product or service including all beneficial details.**  *What does your product or service do? What qualities set them apart from others on the market?* |
| **Objective** | **What do you hope to get out of your marketing campaign(s)?**  *Describe your goals and key actions that you will take to reach each objective. Be specific and make it measurable and achievable, such as closing a specific number of sales, obtaining a predetermined number of leads or email signups or a certain amount of social media followers. Remember to set a deadline.* |
| **Target group** | **Recall your business plan and your pitch, and describe who your customers are (both the ones you have now and the ones who you really want to have in the future.**  *Consider factors such as age, gender, income level, profession, education, family, geographic location, habits, consumer behavior, life style etc. This will help you understand what these customers want, what product or service features they will find appealing and thus how you should communicate towards them.* |
| **Strategy** | **What position will you take to expand your market share and attract new customers?**  *How do you want your customers to perceive your product or service compared to your competitor’s: Are you going for being a low-cost leader or offering a high-end product/service or a niche product/service?* |
| **Tactics** | **How will you reach your objective?**  *Focus on max. 5 main tactics to get to the desired result. These could include email campaigns, social media campaigns, blog creation and SEO improvement to your web content or a total website makeover.* |
| **Implementation** | **Describe what marketing channels you will use as vehicles for your promotion.**  *Get yourself familiar with the different channels for your content, so you can create the right mix. “Paid” media include paid search, paid social and display advertising. “Owned” media include your website, social channels and newsletter. “Earned” media are the free publicity you have managed to get through reviews, likes, comments, backlinks etc.* |