

<Your Company>
<year> Marketing Plan

Executive Summary

Summarize your business, its goals, and key strategies for getting there. This provides an overview of your marketing plan.

Situation Analysis

Summarize your company's *current* situation (i.e. shrinking sales due to economic conditions).

Market Summary and Demographics

Define your key target markets and their general demographics (i.e. age, gender, household income, geographic location). Psychographic information, such as lifestyle and values, also helps create a better understanding of the people you are trying to reach. For example, a target audience may be males age 40 to 65 with an annual household income between \$75K and \$100K who are outdoor enthusiasts. Or it may be restaurants with \$1 to \$5 million in annual revenues located in northern California.

SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

Strengths

- List areas where your business excels, such as perfect geographic location for serving clients

Weaknesses

- List areas where your business is weak, such as poor response times due to limited staff

Opportunities

- List opportunities for your business, such as expanding into other markets

Threats

- List threats for your business, such as new regulations, competitors, or rising operational costs

Competition

Describe your major competitors. What do they do better or worse than your company?

Keys to Success/Primary Goals

List your *major* areas of focus. For example, increasing annual sales from \$X to \$X, or increasing profit margins from X% to X%.

Historical Results

Describe what marketing activities have worked for your business in the past, and those that did not.

Plan Implementation

Strategy 1: Develop Elevator Pitch and Key Messages to ensure consistency and brand building.

Elevator Pitch

Create a short (20-second) description of your business. It should be concise, memorable and compelling. Having a good elevator pitch is very helpful when you're networking.

Key Messages

Create compelling messages for each of your target audiences. Don't talk about what your business does, rather describe how your business can fulfill their unique problems, needs, etc. For example, we provide unique, high-quality equipment for hiking and camping. Or, we provide a wide assortment of fresh seafood to northern California restaurants.

Strategy 2: Define your next strategy, i.e. increase qualified sales inquiries

Goal: Set measurable goals, i.e. increase average monthly leads from X to X.

Action Item 1: List an action item for your strategy, i.e. improve search engine optimization by strategically updating content on the website.

- Review and update all current content
- Add new content, including articles for posting and submission

Action Item 2: List another action item for your strategy, i.e. Increase referrals from existing clients

- Test holiday gift certificates
- Test a “bring a friend” open house event

2010 Marketing Calendar

List your monthly activities, based on your marketing plan, and add them to your calendar, or track them on a spreadsheet. Make sure you also track results for each activity. It could be as simple as:

Month	Activity	Completed	Results
January	Update website content	February 5	As of July 31, website inquiries have increased X%
February	Submit camping gear article to online industry journals	February 20	Article picked up by XXX and XXX. As of July 31, 25 inquiries and 4 sales.

Annual Marketing Budget

Establish a budget based on your plan, and list your monthly marketing expenses. For example:

Month	Activity	Budget	Actual
January	Update website content	\$500 for marketing communications professional	\$500
February	Submit camping gear article to online industry journals	\$200	\$0 Completed internally by intern using content developed for website.

For help creating a complete marketing plan, visit www.kpwriter.com