

Marketing Plan Executive Summary Template

Your executive summary for your marketing plan serves as a hook to pique investors' interest and make them read your full marketing plan.

This executive summary gives a brief overview of your marketing plan with one paragraph synopsis of each section of your marketing plan.

Here are some tips to help you write your marketing plan executive summary.

Write the executive summary in the end, after you have written your marketing plan. This will help you understand everything in greater depth and you can write a summary that rightly presents your marketing plan.

Add marketing plan highlights like charts, important stats, etc. to the executive summary. These are interesting points that will attract investors' interest.

Back your marketing plan executive summary with data. Showing quick stats adds value.

Use the same language as your brand to be consistent with your brand. Ask your copywriter in the marketing department to help you with words, phrases, and tone.

Pro Tip: Keep the explanation of each section short. Aim for not going beyond one paragraph for each. Your executive summary for the marketing plan should not be more than 2-3 pages at best.

Introduction

- What is this executive summary about and what will it discuss?

Company and Team

- Who are you?
- What is the legal structure of your company?
- What do you do?

- How long have you been in business?
- Who is your team?
- What is the experience of your team?
- What is the competitive advantage of your team (experience, educational background, etc.)?

Marketing Factors and Trends

- What are the current marketing methods used in your industry?
- What are recent marketing trends in your industry?
- What marketing methods you'll use and why?

Product or Service

- Describe your product or service
- What is the competitive advantage of your product or service?

Customer Base

- What is your target audience?
- Do you have a customer base already who buy from you regularly?
- How do you plan on increasing your customer base?

Marketing Activities

- What marketing activities you will employ to achieve your marketing plan goals?

Financial Summary

- How much it will cost to execute your marketing plan? (brief explanation only, don't talk about return over investment here)