



Small Business Marketing Plan Template by Wise Business Plans

[Company Logo]

[Company Name]

[Company Address]
[Company Phone Number]

Developed By:

[Name]	
[Your Role]	
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Document Version	

Small Business Marketing Plan Confidentiality Agreement

The undersigned reader of [Company's Name] Marketing Plan acknowledges that the information provided is totally confidential, and undertakes not to reveal anything discovered in the business plan without the express written agreement of [Business Owner's Name].

The reader also acknowledges that the information to be provided in this marketing plan is confidential in all aspects, with the exception of information that is in the public domain through other means, and that any disclosure or use of the same by the reader may cause serious harm and or damage to [Company Name].

This marketing plan document will be returned to [Business Owner's Name] immediately upon request.

This is a small business marketing plan. This document does not make or intend to make any offer.

COMPANY LOGO

Your Business Name or Logo

[Put Your Business Name here]

Date

Prepared for [Client name], by [Your name] | Private & Confidential

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1. Executive Summary

[Insert marketing plan executive summary here]

We advise that you write the executive summary at the end. The marketing plan executive summary should include:

- a) Your market strategy, your marketing objectives and your strategy of achieving them;
- b) Your target market, its size, customers and competitors details
- c) The marketing channels you will use
- d) The execution plan

Make an aim of keeping your marketing plan executive summary under one page.

2. MARKETING STRATEGY

[Insert marketing strategy here]

Your marketing strategy section in your small business marketing plan will include:

Value Proposition

[The value proposition you are bringing to the market. A value proposition is a statement of benefits that you will deliver to the customers against the price you will charge]

Your Approach to the 7Ps of Marketing

[how you will handle the 7Ps of the marketing]

- Product
- Price
- Promotion
- Place
- People
- Process
- Physical Evidence

Your Approach to Making your Place in the Market

[How do you plan on making your place in the market? What is the competitive advantage you will create? How are you different from the competition? etc,]

**Where your goods/services are on display*

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2.1 MARKETING OBJECTIVES

[Insert marketing objectives here]

List the key marketing objectives of your small business marketing plan. We recommend keeping the marketing objectives a few, or three. Make SMART goals: Specific, Measurable, Attainable, Realistic and Timely.

1) [Enter objective 1]
2) [Enter objective 2]
3) [Enter objective 3]
4) [Enter objective 4]

3. TARGET MARKET

[Insert target market here]

Explain your target market, include data, stats, and research about your target market.

1) [Enter target 1]
2) [Enter target 2]
3) [Enter target 3]

3.1 CUSTOMER PROFILES

[Insert customer profiles here]

Include profiles of the type of customers you are targeting. In each case, provide:

CUSTOMER TYPE <i>Are you serving businesses or end consumers</i>	DEMOGRAPHICS <i>Gender, age, socio-economic status, occupations, location, etc.</i>	PURCHASING HABITS <i>Control over purchasing decisions, previous purchasing behavior, purchase influencing factors</i>	MOTIVATIONS <i>Why do they buy a product/service?</i>	MARKETING CHANNELS <i>Points of contact with customers (such as websites, social media, traditional media, family/friends etc).</i>
xxx	xxx	xxx	xxx	xxx

3.2 COMPETITOR ANALYSIS

[Insert competitor analysis here]

Include the details of your main competitors, and compare your product or service against those competitors. Mention the advantage your competitors have on your products and their disadvantages that can help you create a competitive advantage.

Also create SWOT analysis for your main competitors.

4. MARKETING CHANNELS

[Insert market channels here]

Outline the channels you propose to use to reach and influence your target audience. Provide a summary of the marketing and communications activities you propose to conduct throughout the course of the period.

CHANNEL	TARGET AUDIENCE	MARKET/ COMMUNICATION ACTIVITY
1) [Enter channel 1]	xxx	xxx
2) [Enter channel 2]		
3) [Enter channel 3]		
4) [Enter channel 4]		
5) [Enter channel 5]		
6) [Enter channel 6]		

5. IMPLEMENTATION

[Insert Implementation here]

For each marketing objective, you should:

- a) List a range of actions that will be required to meet these objectives;
- b) List the metrics by which the objective will be measured;
- c) Set out a budget requirement;
- d) Identify the timeframe.

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Identify who will be responsible for this action.

OBJECTIVES	METRICS	BUDGET	TIMEFRAME	RESPONSIBILITY
1) [Enter objective 1]	xxx	xxx	xxx	xxx
2) [Enter objective 2]				
3) [Enter objective 3]				
4) [Enter objective 4]				
5) [Enter objective 5]				
6) [Enter objective 6]				