[COMPANY NAME]

Marketing Plan

AGS Marketing Plan Template

# **List of Company’s Core Product/Services**

*List your Company’s products/services that will be included in this marketing plan.*

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# **Summary of Company’s Marketing Objectives**

*Include your objectives for this marketing plan. Is it to drive direct sales? Is it to gain leads to nurture through a sales process? A combination? Marketing campaigns can have more than one end objective and understanding all of them can better guide your strategy.*

*Replace the examples below with your own.*

* Capture leads (email addresses, names, phone, etc.)
* Drive online sales
* Capture trial signups
* Grow social media following
* Grow email newsletter list

# **SWOT Analysis**

Following is a SWOT analysis for [Company Name] that our marketing team has created as a way to capitalize on our strengths, address weaknesses, and position our marketing message to better accomplish our marketing objectives.

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| These are things our customers praise us for and what we are great at. | These are things that cause lost sales or leads and things we want to improve. | These are things that our customers may be looking for in the future and ways we can get a jump on our competition. | These are things that could threaten our growth or could take customers away from us. |
| *Enter strengths (i.e. exceptional customer support, high-performing products)* | *Enter weaknesses (i.e. long shipping times, lack of inventory)* | *Enter opportunities (i.e. using AI chatbots, offering more personalized service options)* | *Enter threats (i.e. network downtime, new competitors entering the market)* |

# **Target Markets**

Following are [Company name]’s target markets.

*List your target markets, and any subcategories. We’ve included an example below.*

# **Competitive Analysis**

3. Industry: \_\_\_\_\_\_\_\_\_\_\_\_\_

Subcategories

* + \_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. Industry: \_\_\_\_\_\_\_\_\_\_\_\_\_

Subcategories

* + \_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Industry: Construction

Subcategories

* + Architects
  + Contractors
  + Property Developers

2. Industry: \_\_\_\_\_\_\_\_\_\_\_\_\_

Subcategories

* + \_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Following are [Company name]’s top competitors and the key strengths, weaknesses, and selling points of those competitors.

*List your competitors and their key strengths weaknesses and selling propositions to customers.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **[Competitor 1]** | **[Competitor 2]** | **[Competitor 3]** | **[Competitor 4]** |
| Strengths: |  |  |  |  |
| Weaknesses: |  |  |  |  |
| Key Selling Propositions: |  |  |  |  |
| How We are Better: |  |  |  |  |

# **Customer Personas**

Following are [Company name]’s customer personas that shape our marketing content and objectives.

*Customer personas go beyond the industry to the human being that is your customer. A customer persona includes typical likes, dislikes, and pain points that you want to address when marketing to them. We’ve filled in the first as an example.*

**Customer Persona 1: Contractor Foreman**

The contractor foreman is usually 35-65 years old. They may own their own company or hold a management position in a large contracting organization. They are in charge of ensuring the project on the ground goes smoothly and are often trying to please the project owner. Traits include being no-nonsense, being organized, working longer than 40 hours per week.

**Pain Points:**

* Schedule/Timeframe (they need projects to be on schedule)
* Support from product suppliers
* Price and cost overruns

**Selling Points:**

* Fast delivery
* Support that goes beyond competing product suppliers
* Competitive pricing

**Customer Persona 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

The [persona name] is [age range] years old. They do [job title or position] with a desire to [main goals]. Traits include [persona traits].

**Pain Points:**

**Selling Points:**

**Customer Persona 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

The [persona name] is [age range] years old. They do [job title or position] with a desire to [main goals]. Traits include [persona traits].

**Pain Points:**

**Selling Points:**

**Customer Persona 4: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

The [persona name] is [age range] years old. They do [job title or position] with a desire to [main goals]. Traits include [persona traits].

**Pain Points:**

**Selling Points:**

# **Our Brand Voice**

*Describe your brand voice here. Is it fun and playful or more corporate and straight-forward? This is the voice you will use in all your marketing.*

# **Our Brand Colors**

*List your brand colors to be used in your marketing using Hex codes: i.e. #* *336eff, and RGB: i.e. R:51, G:110, B:255.*

Color 1 (main color): Hex: #000000 / RGB: R:0, G:0, B:0

Color 2 (highlight color): Hex: #000000 / RGB: R:0, G:0, B:0

Color 3 (highlight color): Hex: #000000 / RGB: R:0, G:0, B:0

Color 4 (text color): Hex: #000000 / RGB: R:0, G:0, B:0

*To edit the squares below, double click and change the fill color of the shape.*

# **Key Selling Propositions**

*List key selling propositions to highlight in marketing and which industries/customer personas they’re to be used for.*

Selling Proposition 1: *(We offer 24/7 customer support)*

Industry/Personas: *(All)*

Selling Proposition 2:

Industry/Personas:

Selling Proposition 3:

Industry/Personas:

Selling Proposition 4:

Industry/Personas:

Selling Proposition 5:

Industry/Personas:

# **Marketing Calendar Promotions**

*List the any seasonal sales or other promotions that you plan to incorporate into your marketing calendar.*

July:

* [Promo, Date]
* [Promo, Date]

August:

* [Promo, Date]
* [Promo, Date]

September:

* [Promo, Date]
* [Promo, Date]

October:

* [Promo, Date]
* [Promo, Date]

November:

* [Promo, Date]
* [Promo, Date]

December:

* [Promo, Date]
* [Promo, Date]

January:

* *New Year’s Sale, January 2-15*
* [Promo, Date]

February:

* [Promo, Date]
* [Promo, Date]

March:

* [Promo, Date]
* [Promo, Date]

April:

* [Promo, Date]
* [Promo, Date]

May:

* [Promo, Date]
* [Promo, Date]

June:

* [Promo, Date]
* [Promo, Date]

# **Marketing Channels**

*List marketing channels that you plan to use, the key objective of each, and metrics to track success. Channels will include things like your website, social media, paid ads, webinars, etc. The first is filled in as an example.*

**Channel 1: Guest Blogs**

Key Objective: Drive traffic to website

Success Metrics: 2,000 referrals/month

Target frequency: 1 per month

**Channel 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Key Objective:

Success Metrics:

Target frequency

**Channel 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Key Objective:

Success Metrics:

Target frequency

**Channel 4: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Key Objective:

Success Metrics:

Target frequency

**Channel 5: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Key Objective:

Success Metrics:

Target Frequency

**Channel 6: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Key Objective:

Success Metrics:

Target frequency:

**Channel 7: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Key Objective:

Success Metrics:

Target frequency

**Channel 8: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Key Objective:

Success Metrics:

Target frequency

**Channel 9: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Key Objective:

Success Metrics:

Target frequency

**Channel 10: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Key Objective:

Success Metrics:

Target Frequency

# **Marketing Budget**

*Fill in the budget for each marketing channel and include items needed such as social media graphics, sales brochures, etc. We’ve included an example in the first line.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Expense Name** | **Cost/Year** | **Marketing Channel(s)** | **Industry/Persona** |
| *Google Ad Paid Advertising* | *$50,000* | *Online Paid Ads* | *Construction, Consumer* |
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|  |  |  |  |
| TOTAL |  |  |  |

# **Graph of Marketing Budget**

*Right-click and choose “Edit Data” to edit the chart.*

# **Content Ideas**

*Use this page for brainstorming your marketing content. Be sure to incorporate your Call to Action, attention-grabbing headline, promotional text, etc. We’ve included an example in the first line.*

|  |  |  |
| --- | --- | --- |
| **Marketing Channel** | **Content Idea** | **Call to Action** |
| *Online Paid Ads* | *Headline: Forever Construction with Super Bricks*  *Ad Text: Win more projects with the best bricks on the market, lighter and more durable than all other bricks.* | *Request a free sample today!* |
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