

MARKETING PLAN TEMPLATES



FOR YOUR MSME BUSINESS



EXECUTIVE SUMMARY

Objective: What is the primary goal of your marketing plan?

Example: Increase brand awareness, drive sales, launch a new product.

What's your objective?

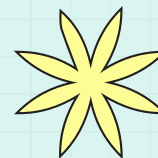
Key Metrics: How will you measure success?

Example: Website traffic, conversion rates, sales growth.

What are your key metrics?



BUSINESS OVERVIEW



Mission Statement:

What is your business's mission?

Example:

"To provide eco-friendly products that improve the quality of life."

Write your mission statement here:

Product/Service Overview:

What products or services do you offer?

Example:

"We offer a range of organic skincare products."

Write yours here:



MARKET ANALYSIS

Target Market:

Describe your ideal customer.

Demographics:

Age, gender, income, education, etc.

Psychographics:

Interests, values, lifestyle, etc.

Competitor Analysis: Who are your main competitors, and what are their strengths and weaknesses?

Competitor 1:

Strengths:

Weaknesses:

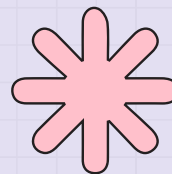
Competitor 2:

Strengths:

Weaknesses:



SWOT ANALYSIS

**S****Strengths:**

What are your business's internal strengths?

Example: Strong brand, unique product.

Your Strengths:

W**Weaknesses:**

What are your business's internal weaknesses?

Example: Limited budget, small team.

Your Weaknesses:

T
Threats:

What external threats could impact your business?

Example: Economic downturn, new competitors.

Your Threats:

O
Opportunities:

What external opportunities can you capitalize on?

Example: Growing market, new technology.

Your Opportunities:



MARKETING GOALS

Short-term Goals (Next 12 months):

Goal 1:

– □ ×

Goal 2:

– □ ×

Goal 3:

– □ ×

Long-term Goals (Next 3-5 years):

Goal 1:

– □ ×

Goal 2:

– □ ×

Goal 3:

– □ ×



MARKETING STRATEGIES

Positioning Strategy:

How do you want to be perceived in the market?

Example:

“Premium quality at an affordable price.”

Yours:

Pricing Strategy:

How will you price your products/services compared to competitors?

Example:

Competitive pricing,
premium pricing.

Yours:



SALES AND DISTRIBUTION PLAN

Sales Channels:

Where will your products/services be sold?

Example:

Online stores, retail stores, direct sales.

Yours:

Distribution Channels:

How will your products/services get to your customers?

Example:

Shipping, in-store pickup, digital delivery.

Yours:



PROMOTIONAL ACTIVITIES

Advertising:

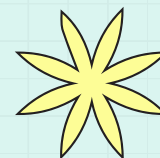
What types of advertising will you use?

Example:

Google Ads, social media ads, print ads.

Yours:

— □ ×



Public Relations:

What PR strategies will you employ?

Example:

Press releases, media outreach, events.

Yours:

— □ ×

Promotions:

What sales promotions will you run?

Example:

Discounts, coupons, flash sales.

Yours:

— □ ×



DIGITAL MARKETING STRATEGY

SEO and Content Marketing:

How will you improve your search rankings and create content?

Example:

Blog posts, keyword optimization.

Yours:

Social Media:

What platforms will you use and what will you post?

Example:

Instagram, Facebook, LinkedIn.

Yours:

Email Marketing:

How will you acquire and retain customers through email?

Example:

Newsletter, drip campaigns.

Yours:



BUDGET

Overall Budget:

What is your total marketing budget?

Example:

Rs.50,000

Yours:

Budget Breakdown:

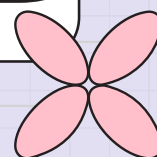
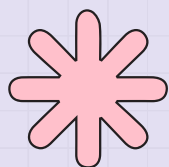
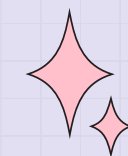
How will you allocate your budget?

Advertising:

PR:

Digital Marketing:

Promotions:



MONITORING AND EVALUATION

Key Performance Indicators (KPIs):

What metrics will you track?

Example:

Monthly website traffic,
email open rates, sales
growth.

Yours:

Feedback Mechanisms:

How will you collect and use customer feedback?

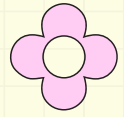
Example:

Surveys, reviews, social
media listening.

Yours:



ACTION PLAN AND TIMELINE



Milestones:

What are the key dates and milestones for implementing your strategies?

Milestone 1: - □ ×

Milestone 2: - □ ×

Milestone 3: - □ ×



Responsibilities:

Who will be responsible for each task?

Task 1: - □ ×

Task 2: - □ ×

Task 3: - □ ×

