

Marketing Plan Outline

I. Situation Analysis

Key: Develop Your U.S.P.
(Unique Selling Proposition)



II. Target Audience

Key: Your Ideal
Customer Profile



III. Goals

Key: Long-term,
Intermediate, Short-term



IV. Strategies

Key: Choose the Right
Media Tools



V. Tactics

Key: Marketing Calendar



	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

VI. Budget

Key: ROI of Marketing Efforts



Basic Outline of a Marketing Plan

A marketing plan has six sections:

The first section of the marketing plan is the SITUATION ANALYSIS. In it you look at your challenges, your competition, and how you are unique in the marketplace. The situation analysis lays the foundation for your goals, strategies and tactics. This is accomplished through a thorough analysis of your self and your specific situation or market. In this section you create your Unique Selling Proposition (U.S.P.).

The second section of the marketing plan is TARGET AUDIENCE. Here where you determine who has a NEED for your product or service. In the Target Audience section of the marketing plan you decide which customers you are going to approach with your marketing efforts. The key to this is developing an Ideal Customer Profile.

The third section of the marketing plan is GOALS. This where you lay out exactly what you want to accomplish with your marketing plan. Without goals you'll never have a benchmark to compare to. If your marketing plan is a one year plan, how will you know if you were successful or not at the end of the year of marketing activities?

The fourth section of the marketing plan is STRATEGIES. This is where you choose which tools (media) you will use to reach your target audience. With many marketing tools available for businesses, choosing the right ones can make a big difference in your bottom line.

The fifth section of the marketing plan is TACTICS. Here you lay out the logistics of how you are going to use your marketing tools. When will your marketing plan begin? What happens when? In this section you will create a Media Rationale and a Marketing Calendar.

The sixth section of the marketing plan is BUDGET. In this part of your plan you look at whether or not you can afford certain marketing efforts and devise a way to keep track and monitor the responses to your marketing activities. You can also determine what kind of funds it will take to accomplish certain marketing priorities. Ultimately the key is to know the ROI (Return on Investment) of your marketing efforts.

We hope this helps you start in the right direction as you assemble your marketing plan. Some additional resources are available at <http://MarketingPlanGuide.com> including:

The “[How To Write A Marketing Plan](#)” Home Study Course. You get taken step-by-step through the process of creating a marketing plan complete with exercises that are designed to help you gather all the information you need to create a thorough plan. (This course is DVD-based training along with a course manual. You also get the material in audio format to play on a CD player or load onto your Ipod or MP3 Player.)

“[The Do-It-Yourself Marketing Handbook: How Anyone Can Learn To Be A Great Marketer](#)” – This is John Hunt’s award-winning book which has been recently updated and is available in a DIGITAL DOWNLOAD e-book format.

“[Word Version Basic Marketing Plan Template](#)” – This document loads into most word processing programs (PC or MAC) and allows you to just fill in the blanks to create your plan

“[How to Conduct a S.W.O.T. Analysis](#)” - a great resource for helping you assess your competitive landscape and find “holes” in your market that can be exploited.

MarketingPlanGuide.com also offers additional resources and courses which help with all aspects of marketing your business or organization. Please visit the website frequently to see the current offerings.