

# MARKETING PLAN TEMPLATE

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*BlueSteeleSolutions.com*

# MARKETING PLAN TEMPLATE

Fill out this marketing template to create a marketing plan for your business.

Date

Time Period This Plan Will Cover

Your Organization

Persona You're Targeting

## Before You Begin

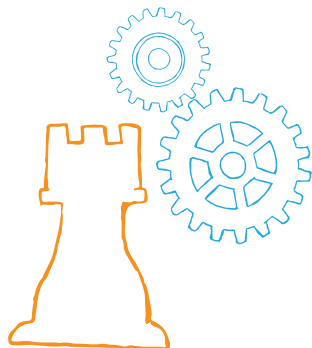
To complete this exercise, you should have already completed *The Ultimate Customer Persona Template* and the *Brand Persona Template*.

If you haven't completed *The Ultimate Customer Persona Template* yet, click here to download [The Ultimate Customer Persona Template](#). The *Brand Persona Template* can be found [here](#).

## How to Use this Template

To use this template, fill in each blank tactic space with one of the tactics you intend to use as part of your marketing strategy. You may want to print this guide out.

If you're unsure which tactics you want to use, or you're not sure what we mean when we say tactic, then [read our blog post](#) on how to make a marketing plan template.



## Possible Tactics

In case you're not quite sure where to begin, here are some examples of possible tactics that you can use:

- SEO (search engine optimization)
- Google AdWords
- Facebook
- Twitter
- LinkedIn
- Instagram
- Pinterest
- Blogging/content
- Email
- Direct mail
- Tradeshow

# YOUR, BIG, S.M.A.R.T. GOALS

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S.M.A.R.T. goals are: **S**pecific, **M**easurable, **A**greed Upon, **R**ealistic, & **T**ime-bound

This is where you're going to write down you BIG goals for your business. They'll look a little something like this:

*"I want to grow my online sales by 20% over the next 3 years" or "Our goal is to break into 2 new foreign markets for our product and acquire at least 2% market share within 5 years" or "Our goal is to open 3 new stores in the Dallas-Fort Worth area and bring them to 100% profitability within 1 year."*

6 Weeks

6 Months

1 Year

## Tactic 1

The reason you've chosen this tactic and how it helps you reach your goals

Audience (persona that you are targeting)

Expectations and goals

Cost, time frame, and frequency

## Tactic 2

The reason you've chosen this tactic and how it helps you reach your goals

Audience (persona that you are targeting)

Expectations and goals

Cost, time frame, and frequency

## Tactic 3

The reason you've chosen this tactic and how it helps you reach your goals

Audience (persona that you are targeting)

Expectations and goals

Cost, time frame, and frequency

## Tactic 4

The reason you've chosen this tactic and how it helps you reach your goals

Audience (persona that you are targeting)

Expectations and goals

Cost, time frame, and frequency

## Tactic 5

The reason you've chosen this tactic and how it helps you reach your goals

Audience (persona that you are targeting)

Expectations and goals

Cost, time frame, and frequency



## Tactic 6

The reason you've chosen this tactic and how it helps you reach your goals

Audience (persona that you are targeting)

Expectations and goals

Cost, time frame, and frequency

## Tactic 7

The reason you've chosen this tactic and how it helps you reach your goals

Audience (persona that you are targeting)

Expectations and goals

Cost, time frame, and frequency

## Tactic 8

The reason you've chosen this tactic and how it helps you reach your goals

Audience (persona that you are targeting)

Expectations and goals

Cost, time frame, and frequency

# WHO IS YOUR IDEAL CUSTOMER?

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Once you have your brand locked down, it's time to think about who your ideal customers are. Go to [BlueSteeleSolutions.com/resources/customer-persona-template/](https://BlueSteeleSolutions.com/resources/customer-persona-template/) to get *The Ultimate Customer Persona Template*.

It will help you imagine your ideal customers and help you figure out how best to reach them with your marketing.

Check it out today.

