

**(Sample Marketing Plan Template)**

Marketing Plan Title

Author's Name

Date

**Table of Contents**

Executive Summary .....	3
Goals and Objectives .....	4
Industry Analysis .....	6
Creating the Offer .....	8
Target Markets .....	10
Competition .....	11
Distribution Channels .....	12
Promotion .....	14
Organization Structure .....	16
Long Term Strategy .....	17
Financials .....	18
References .....	20

## **Executive Summary**

For this section, include a brief overview of the marketing plan, summarizing the key components of the plan. It is best to write this section once all the others have been completed.

### **Goals and Objectives**

Give a preliminary description of your product or service and what you hope to accomplish with your marketing campaign. Include incremental objectives you plan to accomplish as you attain your goal.

### **Industry Analysis**

Summarize the history, current state of affairs, and future projections for the industry and business environment where you plan to market your product or service.

**Creating the Offer**

Define your product or service including the benefits; the price; the types of offering (consumer or business-to-business); the considerations of branding, packaging, labeling; and other issues related to your marketing plan's offer.

## **Target Markets**

Identify the key demographics of your target audience: age, income, gender, geographical location, business type (for a business-to-business plan), etc.

## **Competition**

Identify specific competitors you will be addressing, their strengths and weaknesses, how you might position yourself against them or how you might target a different audience, etc.



## **Distribution Channels**

Describe how your product or service will reach your customers.

**Promotion**

Describe how you will promote your plan, the media you might select, any public relations campaign ideas, the marketing messages you will develop, etc.

**Organization Structure**

Describe the organization structure here. Consider who will manage your marketing plan, the legal structure you will operate within, the roles that need to be filled, the key players of the organization, the key players' credentials, etc.

### **Long Term Strategy**

Nobody expects a marketing campaign to produce immediate results. Lay out your long term goals and objectives in yearly increments: Year 1; Year 2; Year 3.

**Financials**

Overhead, office expense, production costs, salaries, promotion, projected revenues, etc.

## **References**

You can either cite your reference materials as footnotes within the document, or as a list of reference citations here.