## Marketing Plan

## Summary

[***Please complete this part last*]**

[*Your marketing summary should be completed last and should be no longer than a page focusing on why and how your business is going to be successful. Your answer here should briefly summarize your more detailed answers provided throughout the body of this plan.*]

### The Business

**Business Name:** [*Enter your business name as registered in your state/territory. If you have not registered your business name, add your proposed business name.*]

**Business Structure:** [*Sole proprietorship, partnership, LLC, Non-profit, etc.*]

**Business Location:** [*Main business location*]

**Date Established:** [*The date you started your business.*]

**Business Owner(s):** [*List all of the business owners.*]

**Relevant Owner Experience:** [*Briefly outline your experience and/or years in the industry and any major achievements/awards.*]

**Products/services:** [*What products/services are you offering?*]

### The Future

**Vision Statement:**

[*The vision statement briefly outlines your future plan for the business. It should state clearly what your overall goals for the business are.*]

**Goals/Objectives:**

[*What are your short and long term goals? What activities will you undertake to meet them?*]

### The Market

**Target Market:**

[*What demographic are you marketing to? What is your ideal client’s buying profile? Why would they buy your products/services over your competitors?*]

### Products/Services

| Product/Service | Description | Price |
| --- | --- | --- |
| [*Product/service name*] | [*Brief product/service description*] | [*Retail price*] |
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**Pricing strategy:** [*Do you have a particular pricing strategy? Why have you chosen this strategy? What will you offer as a retail price versus a wholesale price (if applicable)?*]

#### Advertising and Promotional Strategy

| Planned promotion /advertising type | Promotional strategy | Expected business improvement | Target date |
| --- | --- | --- | --- |
| [*Print media advertising, online advertising, SMS, mail-out, giveaway, media release, social media campaign or event.*] | *[Why have you decided to use this promotion/advertising type? How and when will you use it? What is your strategy behind this? Who will upkeep your social media presence?]* | [*How do you expect it will improve your business success?*] |  |
| [*Print media advertising, online advertising, SMS, mail-out, giveaway, media release, social media campaign or event.*] | *[Why have you decided to use this promotion/advertising type? How and when will you use it? What is your strategy behind this? Who will upkeep your social media presence?]* | [*How do you expect it will improve your business success?*] |  |
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#### Social media strategy

[*What do you want to achieve/communicate (brand awareness, online sales etc)? What social media tools do your customers use (e.g. Twitter, Facebook, Instagram, etc)? What strategies can you use to network and communicate effectively with these customers? Who will upkeep your social media presence – do you have the internal staff or would you need to engage an external organization?*]