**Marketing Plan Form**

**Section 1: Personal & Company Information**

|  |  |  |  |
| --- | --- | --- | --- |
| **Company Name:** |  | | |
| **Contact Person:** |  | | |
| **Phone:** |  | **Email:** |  |
| **Date:** |  |  |  |

**Section 2: Business Overview**

|  |  |
| --- | --- |
| **Mission Statement:** |  |
| **Vision Statement:** |  |
| **Core Products/Services:** |  |
| **Target Market:** |  |

**Section 3: Marketing Goals**

|  |  |
| --- | --- |
| **Short-Term Goals** | **(next 6-12 months)** |
| **1.** |
| **2.** |
| **3.** |
| **Long-Term Goals:** | **(1-5 years)** |
| **1.** |
| **2.** |
| **3.** |

**Section 4: Market Analysis**

|  |  |
| --- | --- |
| Target Audience Demographics: |  |
| Customer Needs & Pain Points: |  |
| Competitors: |  |
| Unique Selling Proposition (USP): |  |

**Section 5: Marketing Strategies**

|  |  |
| --- | --- |
| Digital Marketing (SEO, Social Media, Email): |  |
| Advertising (Print, TV, Radio, Online): |  |
| Content Marketing (Blogs, Videos, Infographics): |  |
| Events & Promotions: |  |

**Section 6: Marketing Budget**

| **Category** | **Estimated Cost ($)** | **Actual Cost ($)** | **Notes** |
| --- | --- | --- | --- |
| Advertising |  |  |  |
| Social Media |  |  |  |
| Content Creation |  |  |  |
| Events & Promotions |  |  |  |
| Other |  |  |  |
| **Total** |  |  |  |

**Section 7: Performance Measurement**

* Key Performance Indicators (KPIs):
  + Website Traffic: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Leads Generated: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + Conversion Rate: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + ROI: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Section 8: Approval**

* Prepared By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Approved By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_