

MARKETING PLAN



COMPANY LOGO

[Your business name goes here]

This template should be used in association with
[ThinkBusiness.ie's Marketing Guide Plan.](#)



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Prepared for [Client name], by [Your name] | Private & Confidential

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1. SUMMARY

[Insert summary here]

This section should be completed last. Provide summary details of:

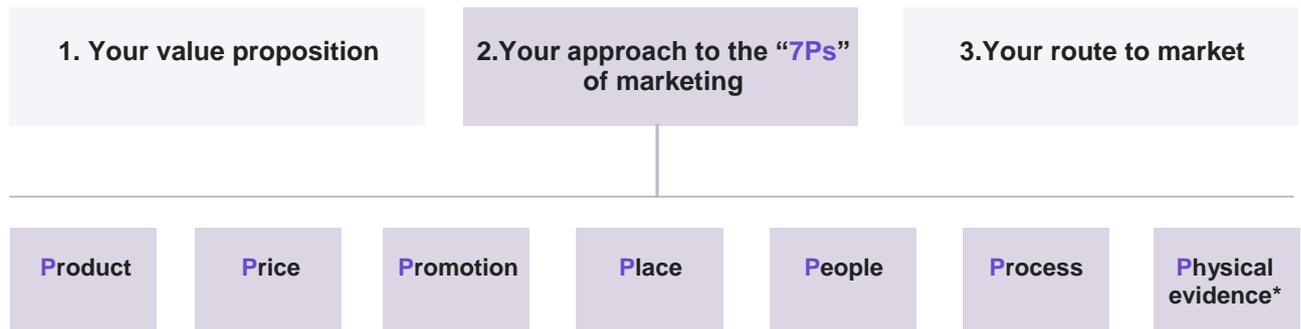
- a) **Your market strategy, your objectives and how you will achieve them;**
- b) **Your target market, its size, customers and competitors;**
- c) **The channels to reach your target customers;**
- d) **The implementation plan.**

Be clear and concise. This summary should take up no more than a page.

2. MARKETING STRATEGY

[Insert marketing strategy here]

Include details of:



**Where your goods/services are on display*

To understand these terms and how they apply to your business, read the [ThinkBusiness.ie's Market Strategy Guide.](#)



2.1 MARKETING OBJECTIVES

[Insert marketing objectives here]

List the key marketing objectives of your business. There should be at least three objectives and ideally no more than six. The objectives should be SMART: Specific, Measurable, Attainable, Realistic and Timely.

1) [Enter objective 1]
2) [Enter objective 2]
3) [Enter objective 3]
4) [Enter objective 4]

3. TARGET MARKET

[Insert target market here]

Describe your target market, as well as the size and characteristics of each segment within that market. Draw on any primary market research you have conducted, such as customer surveys, and any secondary research you have accessed.

1) [Enter target 1]
2) [Enter target 2]
3) [Enter target 3]

3.1 CUSTOMER PROFILES

[Insert customer profiles here]

Include profiles of the type of customers you are targeting. In each case, provide:

CUSTOMER TYPE	DEMOGRAPHICS <i>Gender, age, socio-economic grouping, occupations, location, etc.</i>	PURCHASING HABITS <i>Control over purchasing decisions, previous purchasing behaviour, who is influencing purchasing decisions.</i>	MOTIVATIONS <i>Criteria for selecting product/service.</i>	TOUCHPOINTS <i>Points of contact with customers (such as websites, social media, traditional media, family/friends etc).</i>
xxx	xxx	xxx	xxx	xxx

3.2 COMPETITOR ANALYSIS

[Insert competitor analysis here]

You should include details of your main competitors, and compare your product or service against those competitors. You should identify the competitive advantages you believe your product or service has against these competitors.



To assist you with this you can use the [ThinkBusiness.ie Competitor Analysis Template](#)

4. MARKET CHANNELS

[Insert market channels here]

Outline the channels you propose to use to reach and influence your target audience. Provide a summary of the marketing and communications activities you propose to conduct throughout the course of the period.

CHANNEL	TARGET AUDIENCE	MARKET/ COMMUNICATION ACTIVITY
1) [Enter channel 1]	xxx	xxx
2) [Enter channel 2]		
3) [Enter channel 3]		
4) [Enter channel 4]		
5) [Enter channel 5]		
6) [Enter channel 6]		

5. IMPLEMENTATION

[Insert Implementation here]

For each marketing objective, you should:

- a) **List a range of actions that will be required to meet these objectives;**
- b) **List the metrics by which the objective will be measured;**
- c) **Set out a budget requirement;**
- d) **Identify the timeframe.**

Identify who will be responsible for this action.

OBJECTIVES	METRICS	BUDGET	TIMEFRAME	RESPONSIBILITY
1) [Enter objective 1]	XXX	XXX	XXX	XXX
2) [Enter objective 2]				
3) [Enter objective 3]				
4) [Enter objective 4]				
5) [Enter objective 5]				
6) [Enter objective 6]				