



# Marketing Plan Creation Guide

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Marketing Solutions

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Two things I can count on seeing in December are Marketing Plan instructions and New Year resolutions. For some businesses, the marketing plan may be one of their New Year resolutions. A marketing plan is something small companies often avoid or brush over. So, when December comes, they realize another year passed without creating this essential cornerstone of good business practice.

You've probably seen this statement in one form or another;

**“Marketers With Documented Strategy Are  
4.7x more likely  
To Be Successful Than Those Who Don’t.”**

Well, it's true. Maybe the 4.7x is stretched a bit, but probably close.

Even if you have a marketing plan in place, it's worth reviewing once a year to see if it is working and consider what might need changing. Adding new products, services, or staff requires tweaking your strategies for customer reach, as well as advertising.

Thanks to CoSchedule for sharing this Marketing Plan outline. You will find tons more useful marketing information on their website, CoSchedule.com. Imagine, Inc. helps companies create marketing strategies. So if completing this is a struggle just give us a call at 954.257.7066 and we'll guide you through.

## **Your Marketing Plan**

## **Executive Summary:**

(This is a basically a summary of the entire marketing plan. Write this last.)

## **Mission Statement:**

(Answer these questions and then combine them into 1 or 2 nicely organized paragraphs.)

What do we do?

How do we do it?

Who are we doing it for?

What value are we bringing to the table?

**Your Marketing Plan**

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# Goals

## Financial Goals:

(How much money do you want to make? What are your goals?)

How Much Revenue You Need to Generate from Your Inbound marketing

How Many Sales You Need to Hit Those Revenue Goals

## Non-Financial Goals:

This is the perfect place to write down all your goals. What do you want to accomplish in your company or blog?

### What are your SMART Goals:

Specific:

Measurable:

Aspirational:

Realistic:

Time-bound:

### Some other examples of non-financial goals:

- Write an e-book
- Podcasting
- Video blogging
- Writing more blog posts

**Your Marketing Plan**

## **What Are Your Core Competency:**

What are your strengths as a team?

How about your company strengths?

What are the strengths of your products or content?

How can you be the best in your industry or niche?

## **SWOT Analysis:**

What are your company's or product's strengths?

What are your company's or product's weaknesses?

What opportunities does your company have?

What threats are there?

## **Target Market:**

What is the majority of my market's gender?

How about their age range?

What's their annual income?

**Your Marketing Plan**

## **Audience/Customer Persona:**

If you have more than one target market you will need to do a persona for each. Ask yourself these questions to find your audience/customer persona:

Who are they?

What is their personality?

How about their family life?

What are their values?

What do they do?

What's their job title?

Where do they live?

What's their challenges?

What are their pain points?

What are their needs?

## **Extra questions to really help you know your audience/ customer persona:**

What scares them?

What are their life beliefs?

What stresses them out?

What keeps them up at night?

What would solve all their problems?

*(Once you've answered all these questions come up with an idea of who your persona is and type out who your persona is in paragraph form. Remember this is a fictional character that represents your audience and customers. Give them a name and find a picture online that will represent them.)*

## **Your Marketing Plan**

# Marketing Mix - Four Marketing P's

## What Product Are You Marketing? (Product)

(Set your user persona and target audience next to you when you fill out these questions. And after answering the questions write all your ideas in paragraph form.)

### What does your audience want?

Why do they need it?

What makes it special and different? (Why should your audience care?)

## Where Should Your Product Be Sold? (Place)

How would you sell your product?

Are you selling it in a physical store or on E-commerce?

## How Much Should It Be Sold For? (Price)

Is it a good value for what your audience would be getting?

How does the price compare with your competitors and others in the market?

## How Are You Going To Promote It? (Promotion)

Where are you going to promote your content/product?

How are you getting it in front of people?

Will you do ads? And if so where will you do them?

## Budget:

(This is a great place to put what you'll need to budget for. What services is your company using?)

What things does your company need to pay for?

Do you have a budget for ads/marketing? If so, how much do you allow monthly for it?

## Appendix:

(This is a great place to refer to a source, graphics, graphs, tables, or even your creative ideas.)

**Now do your executive summary and put it on page 2.**

**Your Marketing Plan**

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# One Page Marketing Plan Sheet

(Keep the answers behind each of the points to a couple sentences long.)

Executive Summary-

Mission Statement-

What Are Your Goals?

Financial-

Non-Financial-

Core Competencies-

SWOT Analysis-

Target Market-

Core Buyer's Persona-

Marketing Mix-

Your On Going Marketing Efforts-

Budget-

**Your Marketing Plan**