

Marketing Plan

Your company name:



Business Profile

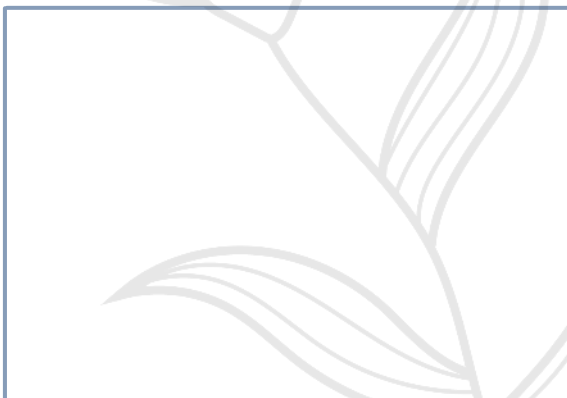
Your Product



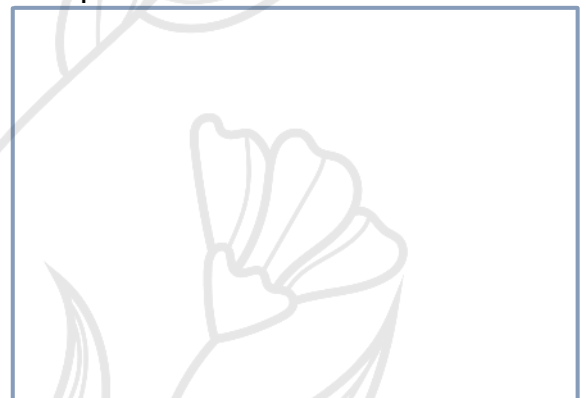
Target Market



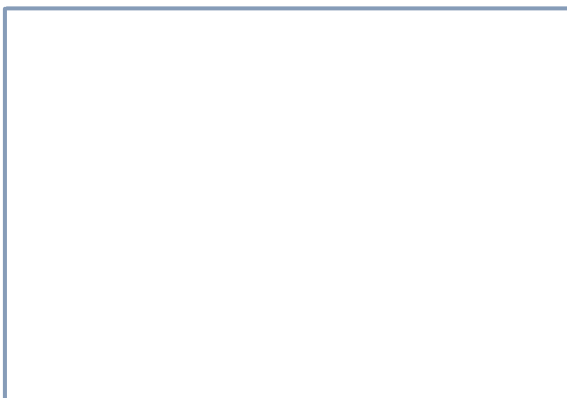
What problems do my customers have?



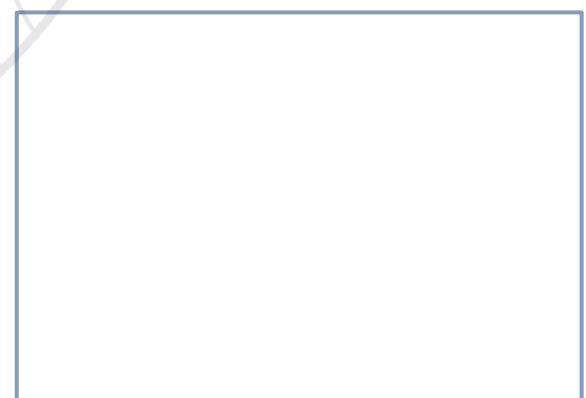
How does my product solve them?



Who are my competitors?
List at least 3



Why should customers buy my product over my competitor's?




Customer Profile

Target Market Demographics



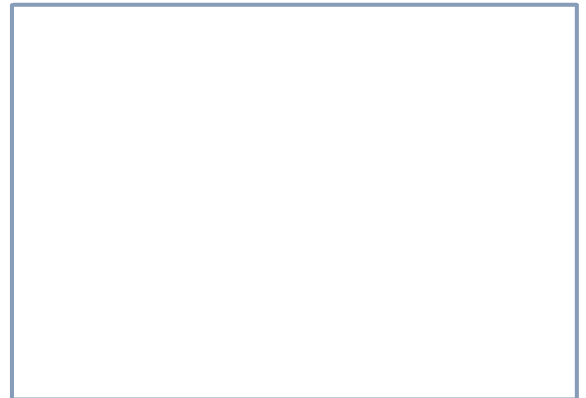
Where they hangout



Potential Obstacles



Responses to those obstacles



digging deeper

The Five Why's

Why does someone need my product? _____

Why? _____

Why? _____

Why? _____

Why? _____

This is the real problem you are solving for your potential customers. You should keep this at the heart of all your marketing!



Marketing Channels

Write the number of likes and comments the post receives to track engagement

Channel:

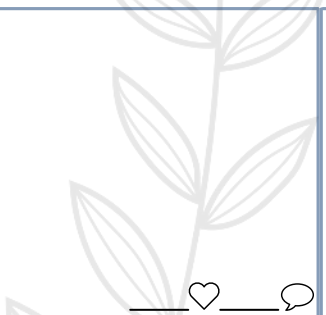




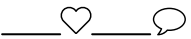
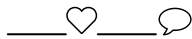
Channel:

Channel:

Post Topics/Ideas:

Post Topics/Ideas:

Post Topics/Ideas:

 ____❤____💬	 ____❤____💬	 ____❤____💬
 ____❤____💬	 ____❤____💬	 ____❤____💬
 ____❤____💬	 ____❤____💬	 ____❤____💬
 ____❤____💬	 ____❤____💬	 ____❤____💬

Pay attention to how your different posts perform. If some topics drive higher engagement than others (more likes, comments, etc) then focus your content towards those topics in the future!

Quarterly Goal Setting

	Month 1	Month 2	Month 3						
Social Media Posts	<table border="1"><tr><td>Actual</td><td>Target</td></tr></table>	Actual	Target	<table border="1"><tr><td>Actual</td><td>Target</td></tr></table>	Actual	Target	<table border="1"><tr><td>Actual</td><td>Target</td></tr></table>	Actual	Target
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Social Media New Followers	<table border="1"><tr><td>Actual</td><td>Target</td></tr></table>	Actual	Target	<table border="1"><tr><td>Actual</td><td>Target</td></tr></table>	Actual	Target	<table border="1"><tr><td>Actual</td><td>Target</td></tr></table>	Actual	Target
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New Email Subscribers	<table border="1"><tr><td>Actual</td><td>Target</td></tr></table>	Actual	Target	<table border="1"><tr><td>Actual</td><td>Target</td></tr></table>	Actual	Target	<table border="1"><tr><td>Actual</td><td>Target</td></tr></table>	Actual	Target
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New Leads	<table border="1"><tr><td>Actual</td><td>Target</td></tr></table>	Actual	Target	<table border="1"><tr><td>Actual</td><td>Target</td></tr></table>	Actual	Target	<table border="1"><tr><td>Actual</td><td>Target</td></tr></table>	Actual	Target
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New Clients	<table border="1"><tr><td>Actual</td><td>Target</td></tr></table>	Actual	Target	<table border="1"><tr><td>Actual</td><td>Target</td></tr></table>	Actual	Target	<table border="1"><tr><td>Actual</td><td>Target</td></tr></table>	Actual	Target
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