

marketing  essentials

# Marketing Plan Template



## Quick Start Guide:

Using Google Docs:

- Upload the Word document to your Google Drive.
- Simply double-click and the document will open in Google Docs.
- Edit away!

Using Word:

- Open the document in Word
- Edit away and save as you go!

## How to Use This Template to Write Your Marketing Plan

Ready to build a strong marketing plan? This template walks you through each essential section, making it easy to create a comprehensive digital marketing strategy. Follow the prompts to stay on track and complete your plan with confidence.

Feel free to adjust as needed — add, remove, or rearrange sections to fit your business goals.

- Executive Summary
- Goals
- Competitive Analysis
- Buyer Personas
- Foundational Fixes
- Strategy
- Creative
- Timeline
- Investment

No more throwing darts. It's time to build a bullseye strategy!



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# Logo Here

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## [Company Name]

### Marketing Plan

[Date]

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#### Points of Contact

[Name]

[Title]

[Contact Information]

[Name]

[Title]

[Contact Information]



# Insert Your Image Here

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# Executive Summary

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## Overview:

[Write a compelling introduction that sets the stage for your marketing plan. This section should be a concise, engaging narrative that outlines where your company stands today, where it's headed over the next year and how marketing will drive that journey.]

## Our Mission:

[Keep your company's mission statement front and center. This serves as a guiding force, ensuring your marketing strategy aligns with your overall vision and purpose.]

# Goals

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## Goal 1:

[Set clear, strategic goals to guide your marketing efforts. Aim for SMART goals — Specific, Measurable, Actionable, Relevant and Timely. Your strategy starts here because every tactic should align with and support these goals. Without that alignment, you're just throwing darts at the wall.]

Think of your goals as the why behind everything you do. Tactics without purpose won't drive results. We recommend focusing on no more than three goals at a time — too many can make it difficult to execute effectively and move forward.]

## Goal 2:

[Insert goal here]

## Goal 3:

[Insert goal here]

# Competitive Analysis

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## Top Competitors:

[List your key competitors, focusing on those most relevant to your current goals and market positioning.]

## Market Trends:

[Insert market trends here]

## Market Forecast:

[Insert market forecast here]

## SWOT Analysis

<div><b>Strengths</b></div> <div><ul style="list-style-type: none"><li>What are your company's strengths?</li><li>[Insert strength]</li><li>[Insert strength]</li><li>[Insert strength]</li><li>[Insert strength]</li><li>[Insert strength]</li></ul></div>	<div><b>Weaknesses</b></div> <div><ul style="list-style-type: none"><li>What is holding your company back?</li><li>[Insert weakness]</li><li>[Insert weakness]</li><li>[Insert weakness]</li><li>[Insert weakness]</li><li>[Insert weakness]</li></ul></div>
<div><b>Opportunities</b></div> <div><ul style="list-style-type: none"><li>How is your company positioned to take advantage of trends? What are you doing better than the competition?</li><li>[Insert opportunity]</li><li>[Insert opportunity]</li><li>[Insert opportunity]</li></ul></div>	<div><b>Threats</b></div> <div><ul style="list-style-type: none"><li>What trends threaten your growth? How might competitors outperform you?</li><li>[Insert threat]</li><li>[Insert threat]</li><li>[Insert threat]</li><li>[Insert threat]</li></ul></div>

# Buyer Personas



**[Buyer Persona Name]**

<b>Demographic:</b> <ul style="list-style-type: none"><li>• [Insert age]</li><li>• [Insert education or employment]</li></ul>	<b>Goals:</b> <ul style="list-style-type: none"><li>• [Insert goal]</li><li>• [Insert goal]</li><li>• [Insert goal]</li><li>• [Insert goal]</li><li>• [Insert goal]</li></ul>	<b>Challenges:</b> <ul style="list-style-type: none"><li>• [Insert challenge]</li><li>• [Insert challenge]</li><li>• [Insert challenge]</li><li>• [Insert challenge]</li><li>• [Insert challenge]</li></ul>
<b>Questions &amp; Concerns:</b> <ul style="list-style-type: none"><li>• [Insert question]</li><li>• [Insert question]</li><li>• [Insert question]</li><li>• [Insert question]</li><li>• [Insert question]</li></ul>	<b>Buyer's Journey:</b> <ul style="list-style-type: none"><li>• [Insert buyer's journey]</li><li>• [Insert buyer's journey]</li><li>• [Insert buyer's journey]</li><li>• [Insert buyer's journey]</li><li>• [Insert buyer's journey]</li></ul>	



**[Buyer Persona Name]**

<b>Demographic:</b> <ul style="list-style-type: none"><li>• [Insert age]</li><li>• [Insert education or employment]</li></ul>	<b>Goals:</b> <ul style="list-style-type: none"><li>• [Insert goal]</li><li>• [Insert goal]</li><li>• [Insert goal]</li><li>• [Insert goal]</li><li>• [Insert goal]</li></ul>	<b>Challenges:</b> <ul style="list-style-type: none"><li>• [Insert challenge]</li><li>• [Insert challenge]</li><li>• [Insert challenge]</li><li>• [Insert challenge]</li><li>• [Insert challenge]</li></ul>
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# Foundational Fixes

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## Analysis:

[Before building a new strategy, assess what's already in place. If you have foundational challenges — like a website that doesn't convert — they'll undermine future efforts.]

## Recommendations:

[Prioritize foundational fixes. Addressing these gaps first ensures your marketing plan is built on a strong foundation, setting you up for long-term success.]

A shaky foundation leads to scattered results. Fix first, then fuel growth!



# Goal 1 Strategy

[Using the analysis and insights you’ve gathered, start brainstorming. Map out your strategy, and — most importantly — stay focused on the goal. No detours – just a strategy that sticks! Recreate this chart for each goal.]

Goal #1	[Insert goal #1]	
Buyer Persona	[Insert buyer persona]	
Theme/Differentiating Message	[Insert theme/differentiating message]	
Tactical Approach	[Insert tactic]	Timeline
	[Insert tactic]	[Insert timeline]
	[Insert tactic]	
	[Insert tactic]	
	[Insert tactic]	
	[Insert tactic]	
KPIs	[Insert KPIs]	

# Creative

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[Include a creative sample to bring your strategy to life. A strong visual can make all the difference and leave a lasting impact.]



Unleash your creativity. This is your space to shine!



# Timeline

[Map out your tactics and campaigns as you develop them to get a full view of the year ahead.]

## [Year] Marketing Plan

Q1	January	February	March
	<ul style="list-style-type: none"><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li></ul>	<ul style="list-style-type: none"><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li></ul>	<ul style="list-style-type: none"><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li></ul>
Q2	April	May	June
	<ul style="list-style-type: none"><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li></ul>	<ul style="list-style-type: none"><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li></ul>	<ul style="list-style-type: none"><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li></ul>
Q3	July	August	September
	<ul style="list-style-type: none"><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li></ul>	<ul style="list-style-type: none"><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li></ul>	<ul style="list-style-type: none"><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li></ul>
Q4	October	November	December
	<ul style="list-style-type: none"><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li></ul>	<ul style="list-style-type: none"><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li></ul>	<ul style="list-style-type: none"><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li><li>[Insert Tactic/Campaign]</li></ul>

# Investment

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[Set your budget to estimate costs by each initiative; consider organizing it by goal. A clear breakdown ensures your spending stays strategic and aligned with your goals.]

Initiative	Estimated Cost
[Initiative, ie, Digital Ads]	[Estimated Cost]
[Initiative]	[Estimated Cost]
[Initiative]	[Estimated Cost]
[Initiative]	[Estimated Cost]
[Initiative]	[Estimated Cost]
[Initiative]	[Estimated Cost]
[Initiative]	[Estimated Cost]
[Initiative]	[Estimated Cost]
[Initiative]	[Estimated Cost]
[Initiative]	[Estimated Cost]
[Initiative]	[Estimated Cost]
[Initiative]	[Estimated Cost]
[Initiative]	[Estimated Cost]
[Initiative]	[Estimated Cost]
[Initiative]	[Estimated Cost]



# Need Help with Your Marketing Plan?

LET'S GET TO WORK — TOGETHER!

Without a clear marketing plan, it's easy to fall into a cycle of inconsistency, wasted resources, and missed opportunities. At Marketing Essentials, we help businesses like yours build strategic, goal-driven marketing plans that fuel growth. Schedule a complimentary consultation, and together, we'll explore your goals and the best path forward.

**Contact Us Today** →