

MARKETING PLAN

BUSINESS NAME:
BUSINESS ADDRESS:

BUSINESS SLOGAN:

Date Document Created:	
Document Version:	
Name of Document Creator:	

[[Insert Company Website Link](#)]

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DOCUMENT INSTRUCTIONS

- **DON'T FORGET TO DISCARD THE GUIDANCE IN RED**
- *This Marketing Plan Template will take you through everything you need to write a professional plan with clear guidance on what to include in each section*
- *Use this to ensure your team, business, or external suppliers fully understand and buy into your marketing goals and activities*

1. EXECUTIVE SUMMARY

This is a brief summary or introduction about the entire marketing plan (Write this at the end):

- *Include a summary from each section of the document*
- *Include at least 5 key goals and objectives the marketing plan will achieve*
- *The key strategies and tactics to be used to achieve the marketing plan*
- *The key issues facing the business and its marketing plan*
- *Projected benefits, outcomes and return on investment of the plan*
- *What products or services does your business sell?*
- *Will your products or services change or grow overtime?*
- *What is your target market?*
- *What is your target industry?*
- *Who are your target customers?*
- *Will your target market, industry, or customers change overtime?*

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