

Small Business Marketing Plan Template

List your company's strengths, weaknesses, opportunities, unique value proposition (UVP), and buyer personas to guide you in how to position your products and/or services within marketing material. Choose your distribution channels for reaching target personas with marketing messages.

Identifying Information

Identify your company, its location, and the dates this marketing plan should cover.

Company Name

Company Location

Effective Dates

SWOT Analysis

List your company's strengths, weaknesses, and areas to improve (opportunities). The goal is to uncover ways to turn your weaknesses into strengths and be able to articulate your strengths to potential customers.

Company Strengths

Product Strengths

Competitor Strengths

Areas to Improve (Opportunities)

Unique Value Proposition (UVP)

Describe how your products and/or services stand out from the competition to meet customer wants and needs. This should be displayed across all marketing channels.

Buyer Personas

For business-to-consumer brands, lists customers' demographics, behavior patterns, and motivations. For business-to-business brands, further list client expertise, professional roles, pain points, company size, budget, and decision-making power. Each helps you know how to speak to your customers within your marketing materials.

S.M.A.R.T. Goals

S.M.A.R.T. goals should be specific, measurable, achievable, relevant, and time-bound.

Social Media Content

Choose social media content types that will help people who are just learning about your brand develop an interest in your products, services, and company.

Email Marketing Content

Compile a list of email content types that will help to nurture current leads into becoming buyers.

Blog Plan Template

Choose blog content that will highlight why your company should be the go-to company for purchasing products or services in your industry.

Social Media Tracking

Make a list of the customer actions you'd like to track in order to determine if you're meeting your marketing goals via your social media campaigns.

Email Marketing Tracking

Make a list of the customer actions you'd like to track in order to determine if you're meeting your marketing goals via your email marketing campaigns.

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Blog Tracking

Make a list of the customer actions you'd like to track in order to determine if you're meeting your marketing goals via your blog content.

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Technology Choices

Determine individual technologies you'll use to execute and measure the success of your marketing plan.

Technologies