

**COMPANY NAME HERE**  
**[YEAR] Marketing Plan Strategy Outline**

**OBJECTIVES AND GOALS**

**What are your Business Objectives for the year?** (Examples: Increase market share, Annual sales, Expand business, etc.)

**What are your Business Goals for the year?** (Examples: Sell X# of products, Open a new business location, Create online sales channel, etc.)

**COMPETITION AND MARKET OPPORTUNITY**

**Who are your main competitors and what are their main competitive advantages?** (Examples: lower prices, better service, more products, etc.)

**Competitor #1:**

**Advantages:**

**Competitor #2:**

**Advantages:**

**Competitor #3:**

**Advantages:**

**What are your key differentiators over your competition?**

**How are your products or services unique to your market?**

**Are there new products/services or enhancements to products/services that would improve your market opportunity?**

## TARGET AUDIENCE / SEGMENTS AND POSITIONING

Define each target audience segment (who your customers are) and how you want to position your business and/or products and services for each segment (how you want each customer segment to perceive your business).

**Target Audience #1:**

**Key Product/Service:**

**Market (Local, Regional, National):**

**Positioning for Segment:**

**Target Audience/Segment #2:**

**Key Product/Service:**

**Market (Local, Regional, National):**

**Positioning for Segment:**

**Target Audience/Segment #3:**

**Key Product/Service:**

**Market (Local, Regional, National):**

**Positioning for Segment:**

## PRICING AND DISTRIBUTION

**Define your pricing strategy for your business and/or product lines.**

(Examples: Lowest price in local market, Ability to match/beat competitors, etc.)

**What types of discounts, incentives or special offers are you able to create in your marketing campaigns?** (Examples: % Off, Buy1 Get1, Quantity Discounts, etc.)

**What are your main sales and distribution channels and how do you plan to enhance them?** (Examples: Direct sales reps, Online sales, Affiliates or dealers, etc.)

**Do your sales channels differ by target audience/segment? If so, list them.**

**What is your customer service strategy?**

## **MARKET RESEARCH / PRODUCT DEVELOPMENT**

**What new research, if any, do you need to conduct to better understand your target market segments, competition and/or market potential?**

**What product development/enhancement plans do you have in the coming year to better position your business?**

**Do you need to develop new marketing strategies to reach new target audiences for new products?**

## **PROMOTIONAL STRATEGY**

**What are your Key Messages to be used in promotions?** (Note if they differ by target audience, segment)

**Do you have customer testimonials, product ratings or accreditations you can use in your promotions? How will they influence key messages?**

**What are your peak seasons for business? When do you need to generate leads for seasonal sales?** (Note this will influence timing of promotions.)

**Do you need to generate sales online, offline or both?**

**What special tracking mechanisms will you use to measure results from promotional campaigns?** (Examples: 800#, Unique URLs, Analytics tools, etc.)

## MARKETING MIX MATRIX

Define promotional strategies for each audience/market segment and select the promotional elements (tactics) to include in your marketing mix.

	Audience Segment #1	Audience Segment #2	Audience Segment #3
<b>Advertising Strategy</b>	Strategy here	Strategy here	Strategy here
Online ads			
Mobile text ads			
Yellow pages			
Print ads			
<b>Direct Marketing Strategy</b>	Strategy here	Strategy here	Strategy here
Email newsletters			
Direct mail			
Mobile QR codes			
<b>Collateral Strategy</b>	Strategy here	Strategy here	Strategy here
Brochure			
Sell sheets			
Promotional items			
Video/multimedia			
<b>Public Relations Strategy</b>	Strategy here	Strategy here	Strategy here
Press releases			
Editorials			
<b>Social Media Strategy</b>	Strategy here	Strategy here	Strategy here
Facebook			
LinkedIn			
Twitter			
Google+			
<b>Website Strategy</b>	Strategy here	Strategy here	Strategy here
Content/landing page			
SEO campaign			
Mobile website			

For more marketing tools and resources, visit [SBMarketingTools.com](http://SBMarketingTools.com):  
 Advertising Tools • Branding/Graphics Tools • Direct Marketing Tools • Marketing Plan Tools  
 Public Relations Tools • Social Media Tools • Website Tools • Small Business Resource Tools