

# The 10 Step, 4-Page Marketing Plan

Don't Colour, Create.  
Marketing is More than Colouring-In.  
#HappyMarketing

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*This templated Marketing Plan will help you build your next three months Marketing activity. Here's what we'll cover:*

- 1 – Your customers
- 2 – Your company
- 3 – The market
- 4 – SWOT / TOWS Analysis to get you focussed on where the business opportunities are
- 5 – Objective setting
- 6 – The tactics you will implement (what is classed as the Marketing Mix)
- 7 – Promotional content
- 8 – Timeline of your activities
- 9 – Key Performance Indicators (KPI's) to track your progress
- 10 – Reflection



# It all starts at the beginning – Setting the scene

## 1 - Your Customers – Who are they? (describe them in detail, especially their problems and pain points)



## 2- Your Company – Why do you exist?

What does your company do?  
(what problem are you fixing)

For who do you do this for?  
(Your target market)

Key benefit(s) you provide

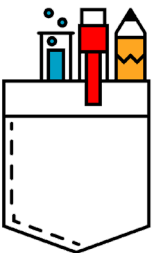
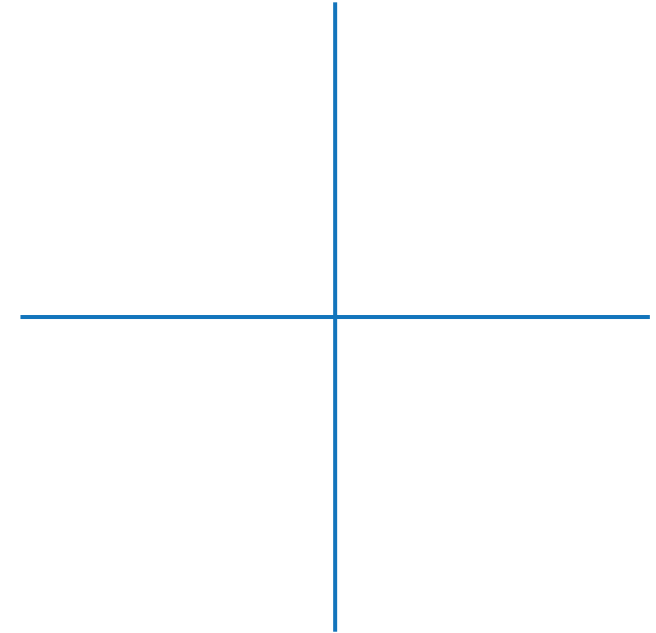
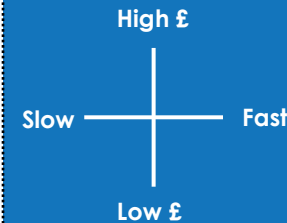
Why is this the best option?

What makes this credible?

For what industry do you do  
this?

3 - The Market -  
Position your  
company against  
competitors using  
two polar opposites  
to view where there  
may be gaps in the  
market.

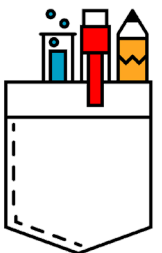
Polarising elements  
you may want to  
consider are:  
Features, Product  
class, Price, Quality,  
Benefits, Brand,  
Usage- i.e:



# Finding out what you want to achieve

4 - SWOT / TOWS Analysis -	S - Strengths (Internal)	W - Weaknesses (Internal)
a) Bullet point your S,W,O,T in the outer boxes  b) Use the middle boxes to work out where possible competitive advantages could be created.		
O - Opportunities (External)	SO (Strengths to maximise opportunities)	WO (Block weaknesses through opportunities)
T - Threats (External)	ST (Strengths to minimise threats)	WT (Minimise weaknesses and avoid threats)

5 - Objectives – What are you looking to achieve	Made it SMART?
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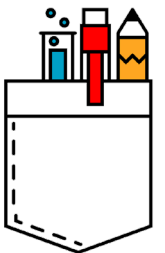
# So how are you getting there?

## 6 – Tactics to achieve the objectives (The Marketing Mix). Don't just focus on your communication mix (This is below - 7). Consider ALL elements that will make you stand out

	Product / Service (What is it)	Price (Price point)	Place (Where can people buy)	People (Internal staff)	Process (Customer journey)	Physical Evidence (What customers will see)
Details						
How is it Adding Value						

## 7 - Promotional Communications and creating content - Remember to make these: Competitive, Credible, Clear, Consistent

Published Channels (comms channels used)	Content Theme or Topic	Content Type (ad, blog, etc)	Main Point (Single point to convey)	Creative (what will be included – copy, images, etc)	CTA (what is the action?)



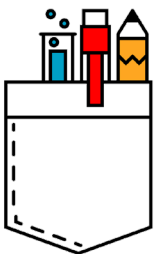
## 8 – Timeline of activities (The who, what, where and when)

Task	Sub-Tasks	People	Resources	Timeline (weeks)												Budget	
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## 9 - Key Performance Indicators to keep you on track

KPI (to make sure elements of the strategy are working)	Metric (What is being measured – i.e. CTR)	Tool / Software (used to measure)

## 10 - Reflection – What have you learnt to take forward into your next Marketing Plan?



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