

**-- FREE VERSION --**

**[Your Company Logo]**  
(if applicable)

**[Your Company Name]**  
**MARKETING PLAN**  
**[Month], [Year]**

**[Your Name]**  
**[Your Title]**  
**[Your Company Name]**  
**[Your Address 1]**  
**[Your Address 2]**  
**[City, State Zip]**  
**Tel: [ ]**  
**Fax: [ ]**  
**Email: [ ]**

**CONFIDENTIAL**

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## **PLEASE READ THIS FIRST:**

The Ultimate Marketing Plan Template is much more than a fill-in-the-blanks template.

It provides the best marketing strategies that have helped tens of thousands of businesses reap massively increased sales and profits.

Each section of the plan includes text describing these strategies plus fill-in-the-blanks areas for you to choose and describe which strategies you will use.

**NOTE: this is the Free version of Growthink's Ultimate Marketing Plan Template. Much of the information from the paid version, including descriptions of all the strategies, have been removed from this version.**

**To upgrade to the full, paid version of Growthink's Ultimate Marketing Plan Template, please go to <http://marketingplantemplate.growthink.com/>**

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# 1. Executive Summary

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**[Complete this last, as the information will come from the other sections of your marketing plan.]**

[Company Name] is in the business of {provide 1-2 line description of your company}

1. Our target customers are: {include your answer to question D in Section 2}
2. Our unique selling proposition is: {include your answer to question #7 in Section 3}
3. Our distribution strategy includes: {include your answers to questions 1 and 2 in Section 5}
4. The key offers we will use to attract customers includes: {include answer from Section 6}
5. The promotional methods we will use to attract customers include: {include the methods you selected in Section 8}
6. Our online marketing strategy includes: {include answer from Section 9}
7. The strategies we will use to increase our customer conversion rates include: {include answer from Section 10}
8. We will maximize our transaction prices by: {include answer from Section 13}
9. We will maximize the value of our customers by: {include answer from Section 14}
10. Our key financial projections include: {include Lead & Revenue Results and Profit Results charts from Section 15}

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## **2. Target Market/Target Customers**

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### **A. Demographic Profile of Our Target Customers**

Location: \_\_\_\_\_

Age: \_\_\_\_\_

Generation: (e.g., baby-boomers, Generation X): \_\_\_\_\_

Income: \_\_\_\_\_

Gender: \_\_\_\_\_

Nationality/Ethnicity: \_\_\_\_\_

Marital Status: \_\_\_\_\_

Household Size: \_\_\_\_\_

Occupation/Employment status: \_\_\_\_\_

Industry (if B2B): \_\_\_\_\_

Religion: \_\_\_\_\_

Language: \_\_\_\_\_

Education: \_\_\_\_\_

Organizational Memberships: \_\_\_\_\_

Other: \_\_\_\_\_

### **B. Psychographic Profile of Our Target Customers**

Activities \_\_\_\_\_

Interests \_\_\_\_\_

Opinions \_\_\_\_\_

Attitudes \_\_\_\_\_

Values \_\_\_\_\_

### C. Your Target Customers' Key Problems, Desires and Needs

Write down your target customers' key problems, desires and needs below. Examples include price, location, exclusivity, results, safety, timeliness, convenience and atmosphere.

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### D. Your Detailed Customer Profile

Based on your answers above, write down your detailed customer profile below.

For example: Our customers are single men aged 30 to 40, making between \$40,000 and \$50,000 per year, living in Manhattan, who have no kids, own dogs, really care about the environment, enjoy watching and playing sports, and want white teeth in order to feel more attractive.

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### 3. Unique Selling Proposition (USP)

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To get all 7 steps to create a killer USP and upgrade to the full, paid version of Growththink's Ultimate Marketing Plan Template, please go to <http://marketingplantemplate.growthink.com/>

Step 7. Final USP. Condense your long USP summary to just one line. Use the Domino's and Fedex examples as inspiration. Realize that you can't say everything in just one line, but you must get your key points across.

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## 4. Pricing & Positioning Strategy

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**Branding & Positioning:** (you answered this in question #5 in the previous section); How would you like customers to think about your business? (e.g., as being the guaranteed lowest cost provider, as being the most reliable company, etc.) (e.g., customers think of WalMart as low price; they think of Lexus as luxury, and Toyota as value).

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### Pricing:

Detail your pricing strategy below, answering the following two key questions:

1. What prices do you will charge for each of your products and/or services?
2. How do you will these prices compare to your key competitors?

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## 5. Distribution Plan

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Your distribution plan details how customers will buy from you.

***Answer the following questions with regards to your Distribution plan.***

1. Will you directly distribute to customers via your own retail location(s), company website, direct mail catalogs, etc.?

Direct Distributions Methods Used: \_\_\_\_\_

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2. And/Or, will you distribute to them indirectly using distributors, other retailers, partners, etc.?

Indirect Distributions Methods Used: \_\_\_\_\_

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## 6. Your Offers

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You will get better results from your marketing efforts if you craft powerful offers.

Offers are special deals that you promote to customers in order to make your product and/or service offerings more irresistible to them.

Good offers will drive more new customers to you, and also drive past customers back to you.

There are five basic types of offers as follows:

**To learn about the 5 types of offers and upgrade to the full, paid version of Growththink's Ultimate Marketing Plan Template, please go to <http://marketingplantemplate.growthink.com/>**

Write down the offers below that you will use in your business:

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## 7. Marketing Materials

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Every business needs marketing materials. Below is a list of materials that you might need. Mark and detail the relevant ones below and when (if not right away) you will need them.

Logo \_\_\_\_\_

Business Cards \_\_\_\_\_

Stationary \_\_\_\_\_

Brochures/Flyers \_\_\_\_\_

Website/Blog \_\_\_\_\_

Newsletter \_\_\_\_\_

Catalog \_\_\_\_\_

Print Advertisements \_\_\_\_\_

Promotional products/giveaways (pens, t-shirts, note pads, etc.) \_\_\_\_\_

\_\_\_\_\_

Signs \_\_\_\_\_

Article Reprints \_\_\_\_\_

Case Studies \_\_\_\_\_

Customer Testimonials \_\_\_\_\_

Employee shirts/uniforms \_\_\_\_\_

Other \_\_\_\_\_

Other \_\_\_\_\_

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## 8. Promotions Strategy

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Your promotions strategy details how customers will learn about your company and your products and/or services.

When developing your promotions strategy, consider how your target market acts and/or prefers to receive information.

For example, if you target customers in rural areas, billboards may not be as effective as they would be in congested urban areas.

Or, if your target customers don't read newspapers, then cross newspaper advertising off your list.

Below is a list of the 28 best methods of promoting your company. Below the list are descriptions of each of the methods. Read the descriptions first, and then come back to this page and check and/or describe each of the methods you will employ. Your goal is to find the promotional strategies that will reach the largest number of target customers at the lowest cost.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_

14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_
21. \_\_\_\_\_
22. \_\_\_\_\_
23. \_\_\_\_\_
24. \_\_\_\_\_
25. \_\_\_\_\_
26. \_\_\_\_\_
27. \_\_\_\_\_
28. \_\_\_\_\_

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## 9. Online Marketing Strategy

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This section of your marketing plan details your online marketing strategy, mainly the ways you will promote your company online.

There are four key components to your online marketing strategy as follows:

1. Keyword Strategy
2. Search Engine Optimization Strategy
3. Paid Online Advertising Strategy
4. Social Media Strategy

Please complete the exercises below to describe how you will use each of these online marketing strategies.

**To get these exercises and develop your online marketing strategy and upgrade to the full, paid version of Growththink's Ultimate Marketing Plan Template, please go to <http://marketingplantemplate.growththink.com/>.**

### 1. Keyword Strategy

Keyword	Local Monthly Search Volume
_____	_____
_____	_____
_____	_____
_____	_____

### 2. Search Engine Optimization Strategy

**A. Content:**

**B. Links:**

**C. Site Structure:**

**D. Page Descriptions and Tags:**

### **3. Paid Online Advertising Strategy**

Detail the types of paid online advertising you will use and the details of each (e.g., which PPC networks you will use, etc.): \_\_\_\_\_

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### **4. Social Media Strategy**

Detail the types of social media you will use and the details of each (e.g., how you will use YouTube to drive customers to you, etc.): \_\_\_\_\_

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## 10. Conversion Strategy

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In the last two sections of your marketing plan, you selected the promotional strategies that are going to get prospective customers “in the door.”

But now that they’re here, they’re not necessarily going to buy.

This section of your marketing plan will help you increase your conversion rates, or the percentage of prospective customer who you interact with who end up buying from you.

Note that increasing your conversion rates can dramatically increase your profits, as your big marketing costs are typically used to get customers in the door. Consider this example:

<b># Prospective Customers</b>	10,000	10,000
<b>Conversion Rate</b>	<b>10%</b>	<b>12%</b>
<b># Sales</b>	1,000	1,200
<b>Profit per sale</b>	\$200	\$200
<b>Total Profit</b>	\$200,000	\$240,000

In this example, increasing the conversion rate by just 2% increased profits by \$40,000.

Below are the 5 strategies to use to increase your conversion rates. Below the list are descriptions of each of the strategies. Read the descriptions first, and then come back to this page and describe how you will employ each of them in your business.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

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## 11. Joint Ventures & Partnerships

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Joint ventures and partnerships can be used to both 1) decrease your cost of getting new prospective customers, and 2) increase the revenues you generate from existing customers.

**In order to find the ideal joint venture partners for your business, complete the following 5 questions:**

Question 5. Summarize your joint venture strategy here: \_\_\_\_\_

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## 12. Referral Strategy

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Like Partnerships and Joint Ventures, a referral strategy uses leverage to inexpensively gain new customers. But while Partnerships and Joint Ventures leverage another company's customers, a referral strategy leverages your customers.

Referrals, as you might expect, are simply asking existing customers to refer more customers (i.e., prospective customers that they know personally) to you.

While referral systems are a great way to inexpensively use your existing contacts to gain new clients, optimizing your referral system is a lot deeper than simply asking if your clients know anyone interested in your services.

Below is a step-by-step guide **(guide available in paid version)** to creating and optimizing your referral system. After you have read the guide, document that referral system that you will use here:

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## 13. Strategy for Increasing Transaction Prices

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While your primary goal is typically to close the sale, your secondary goal is to maximize the price of the sale, or the transaction price.

Below are the 5 core ways to maximize your transaction price. Below that are descriptions of each of the tactics. Read the descriptions first, and then come back to this page and describe how you will employ each of them in your business.

**To get the 5 core ways to maximize your transaction prices and upgrade to the full, paid version of Growthink's Ultimate Marketing Plan Template, please go to <http://marketingplantemplate.growthink.com/>.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

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## 14. Retention Strategy

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So, you've succeeded in getting lots of leads, converting as many as possible into clients, and maximizing the price of the initial sale. So far, so good. But there's one final key step in the marketing chain, which is maximizing the lifetime value of these customers.

The name of the game here is retention. How do you retain customers and get them to buy from you again and again and again?

There are three key ways to retain your customers and maximize lifetime value. These ways are documented below. After you learn them, describe how you will leverage these tactics in your business here.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## 15. Financial Projections

Based on the marketing strategy outlined in this plan, we expect the following results:

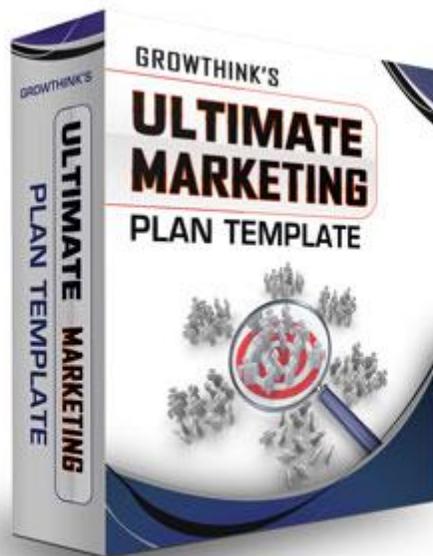
The following charts and more are created using the financial projections spreadsheet included in the paid version of Growththink's Ultimate Marketing Plan Template available at <http://marketingplantemplate.growththink.com/>.

Lead & Revenue Results			
	Year 1	Year 2	Year 3
# of New Leads Generated	0	0	\$0
Conversion Rate (% leads becoming customers)	0.00%	0.00%	0.00%
Number of New Customers	0	0	0
Average Transaction Price	\$0	\$0	\$0
Revenues from New Customers	\$0	\$0	\$0
New Revenues from Existing Customers	\$0	\$0	\$0
Total Revenues	\$0	\$0	\$0

Profit Results			
	Year 1	Year 2	Year 3
Total Revenues	\$0	\$0	\$0
Cost of Marketing Materials	\$0	\$0	\$0
Cost of Marketing Promotions	\$0	\$0	\$0
Cost of Goods Sold	\$0	\$0	\$0
Gross Margin	\$0	\$0	\$0
Gross Margin %	#DIV/0!	#DIV/0!	#DIV/0!

**Attention:** Now, if you want to finish your marketing plan FAST and start growing your revenues and profits, then you're in luck...

# "Finish Your Marketing Plan Today With Growththink's Fully Customizable Ultimate Marketing Plan Template."



Go To: <http://marketingplantemplate.growthink.com/>