

SIMPLE MARKETING PLAN

💡 Use this template to declutter and focus your marketing efforts. It helps you focus on your main goals and keeps you and your team on track.

1. Business Overview

- **Business Name:** Your Business name
- **Industry:** Your industry
- **Target Market:** Describe your primary audience, e.g., age, gender, location, interests, challenges

2. About You:

- **Your Background:** Briefly describe your expertise, background, and experience
- **Your Connection to the Product:** Explain why you started this business and your personal connection to the product/service

3. Product and Unique Value Proposition (UVP)

- **What is Your Product/Service?** Briefly describe what you are offering
- **What Makes It Unique?** Highlight the unique features or benefits of your product/service

4. One Main Marketing Goal

💡 Pick one result that is a success metric, focus is key here

1. **Generate Leads:** E.g., Generate 100 leads every month.
2. **Boost Sales:** E.g., Increase sales by 20% in Q3.
3. **Grow Users/Brand Awareness:** E.g., Achieve 1000 app downloads in 60 days.

5. One Key Message

Benefit-Focused Message: What do you want your audience to remember?

6. Marketing Channels

Refer to your primary target market for this - where can you reach them?

- **Online:** Specific platform (eg: Facebook, Reddit, LinkedIn, Instagram, online communities, ect.)
- **Offline:** Specify venues (eg: conferences, local communities/clubs, trade shows, ect)

7. Engaging Content Strategy

- **What are you comfortable creating:** E.g., Blog posts, Videos, Podcasts
- **5 Easy Ideas:** How-to guides, Customer stories, Industry tips, Product demos, Behind-the-scene

8. Budget

- **Total Marketing Budget:** \$0-\$1000 (monthly, quarterly, yearly)
- **Allocation:** How will you distribute your budget? E.g., 20% on website, 30% on social media, 30% on Ads, 20% on content creation

9. Timeline

What are your key milestones to make sure this business is successful

- **Q1:**
- **Q2:**
- **Q3:**
- **Q4:**

💡 Here's an example of 1000 paid users - create your own version

- **Q1:** Research key influencers + communities, create a landing page, build email list
- **Q2:** Launch MVP product, document journey on one social platform, start email campaign
- **Q3:** Continue marketing efforts, attend 2 events, product hunt campaign
- **Q4:** Review performance, Plan next year

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- Want more resources and better ways to market your business? Head over to www.SFX-media.com