



MARKETING PLAN - SIMPLE

BUSINESS NAME:	
OBJECTIVE: <i>Why are you in business?</i>	
AUDIENCE: Who is your target audience? Be specific.	
NEED: What does your audience need? Solve the problem? Satisfy a need or want?	
SOLUTION: How will you meet your customer's needs?	
UNIQUE POSITION: What is unique about your business? What sets you apart from competitors?	1. 2. 3.
TOP 3 COMPETITORS:	1. 2. 3.
PRICE POSITION: What is your price position in the market place?	
GOALS: What do you wish to accomplish this year?	1. 2. 3.
CHANNELS: How will you reach your customers? Social Media? Email? Networking? Traditional Media?	1. 2. 3. 4.
BUDGET: What is your budget?	Annual: Monthly:
MEASUREMENT: How will you measure goals?	1. 2.
REVIEW DATE:	