# Marketing Plan Template

***This guide will help you confidently plan your marketing activities and show up with purpose across your platforms.***  
Use this template as a working document and update it as your brand evolves.

## 1. Business Snapshot

Start with a quick introduction to your business, who you are, what you do and who you serve. *Imagine you are telling somebody you’ve just met about your business.*

## 2. Marketing Goals

List 3–5 specific goals you want to achieve. These might include growing your Instagram following, launching a product, or attracting more ideal clients. *Ensure they are SMART (Specific, Measurable, Achievable, Relevant and Time-bound).*

## 3. Ideal Customer Avatar

Describe your dream customer. Include key details like age, values, challenges and where they spend time online. *Put yourself in the customer’s shoes – who are you? List as much information as possible.*

## 4. Key Messages and Content Pillars

Outline the 3–5 main themes or topics your content will focus on (e.g. tips, behind-the-scenes, testimonials, selling). *Outlining these will give you clarity when content planning, be as specific as you can.*

## 5. Marketing Channels

Where will you show up and why? (Instagram, Email, TikTok, Pinterest, Blog, etc.) *Thing about the route to market for your customers. Where do they hear about your product and ultimately purchase from?*

## 6. Monthly Content Focus

Use this section to plan out what you’re focusing on each month. Consider launches, seasonal trends, or key topics. *Planning a festive product? Document it here and include an 8 week launch plan prior to availability. Relevant awareness day in August? Include that too.*

## 7. Budget Breakdown

Estimate any costs associated with your marketing: tools, ads, subscriptions, or outsourcing. *Subscriptions may include design tools, scheduling tools, email tools. Advertising on Meta or Google? Include a budget here. Outsourcing may include a content creator or videographer. Remember this is a live document and you can update this as you go along.*

## 8. Success Metrics

How will you measure what’s working? Choose KPIs like engagement, reach, clicks, sign-ups, or conversions. *Try to chose metrics that aren’t just for vanity e.g. likes are nice to have, but that won’t get you a sale.*