



Marketing Plan **template**

If you've established or purchased a small business, it's important you have a marketing plan. This plan will help provide you with an essential road map for your new business. It will also provide you with benchmarks against which you can measure the success of your activities as you build your business.

The following guide will allow you to generate a tailored plan that's right for your business.

Marketing Plan

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Company/Brand Name

Target Audience

Marketing Plan

Product/Service Offering

Pricing

Marketing Plan

Marketing Activities

How are you planning to promote your business? Consider the following:

Branding

Website

Brochures and printed material

Marketing Plan

Direct Marketing

Marketing Plan

Advertising

Public Relations

Budgets

Notes: