­

**MARKETING PLAN**



**COMPANY LOGO**

[Your business name goes here]

****

*This template should be used in association with*

[***ThinkBusiness.ie’s Marketing Guide Plan.***](http://www.thinkbusiness.ie/articles/you-need-a-marketing-strategy/)

*Disclaimer:*

*We do not accept any liability for the information or consequences of any actions taken based on the information contained on this website. You should not rely on any information contained on the website in relation to a specific issue or decision without taking financial, banking, investment or other advice from an appropriately qualified professional adviser. We take no responsibility for the accuracy of information contained in the materials contained on this website and we do not make any representations or warranties in respect of such information. Please refer to our terms of use for further details.*

*© Bank of Ireland 2015 Bank of Ireland is regulated by the Central Bank of Ireland. By proceeding any further you will be deemed to have read our 'Terms of Use' and 'Privacy Statement'*

December 06, 2015

Prepared for [Client name], by [Your name] | Private & Confidential

CONTENTS

*This table of content is automatically generated. When you have completed the market plan template you should update the table in MS Word.*

 **CONFIDENTIALITY AGREEMENT** 3

 EXPLANATION OF CONFIDENTIALITY AGREEMENT 3

[**1. SUMMARY** 3](#_Toc436923348)

[**2. MARKETING STRATEGY** 3](#_Toc436923353)

[2.1 MARKETING OBJECTIVES 3](#_Toc436923356)

[**3. TARGET MARKET** 4](#_Toc436923357)

[3.1 CUSTOMER PROFILES 4](#_Toc436923359)

[3.2 COMPETITOR ANALYSIS 5](#_Toc436923360)

[**4. MARKET CHANNELS** 5](#_Toc436923361)

[**5. IMPLEMENTATION** 5](#_Toc436923362)

# SUMMARY

[Insert summary here]

*This section should be completed last. Provide summary details of:*

* + 1. **Your market strategy, your objectives and how you will achieve them;**
		2. **Your target market, its size, customers and competitors;**
		3. **The channels to reach your target customers;**
		4. **The implementation plan.**

*Be clear and concise. This summary should take up no more than a page.*

# MARKETING STRATEGY

[Insert marketing strategy here]

*Include details of:*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1. Your value proposition** |  | **2.Your approach to the “7Ps” of marketing** |  | **3.Your route to market** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Product** |  | **Price** |  | **Promotion** |  | **Place** |  | **People** |  | **Process** |  | **Physical evidence\*** |

*\*Where your goods/services are on display*

**

*To understand these terms and how they apply to your business, read the*

[***ThinkBusiness.ie’s Market Strategy Guide.***](https://www.thinkbusiness.ie/articles/marketing-plan-template/)

1.
2. 1. MARKETING OBJECTIVES

[Insert marketing objectives here]

*List the key marketing objectives of your business. There should be at least three objectives and ideally no more than six. The objectives should be SMART: Specific, Measurable, Attainable, Realistic and Timely.*

|  |
| --- |
| 1. **[Enter objective 1]**
 |
| 1. **[Enter objective 2]**
 |
| 1. **[Enter objective 3]**
 |
| 1. **[Enter objective 4]**
 |

# TARGET MARKET

[Insert target market here]

*Describe your target market, as well as the size and characteristics of each segment within that market. Draw on any primary market research you have conducted, such as customer surveys, and any secondary research you have accessed.*

|  |
| --- |
| 1. **[Enter target 1]**
 |
| 1. **[Enter target 2]**
 |
| 1. **[Enter target 3]**
 |

1. 1. CUSTOMER PROFILES

[Insert customer profiles here]

*Include profiles of the type of customers you are targeting. In each case, provide:*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CUSTOMER TYPE** | **DEMOGRAPHICS***Gender, age, socio-economic grouping, occupations, location, etc.* | **PURCHASING HABITS***Control over purchasing decisions, previous purchasing behaviour, who is influencing purchasing decisions.* | **MOTIVATIONS***Criteria for selecting product/service.* | **TOUCHPOINTS***Points of contact with customers (such as websites, social media, traditional media, family/friends etc).* |
| **xxx** | xxx | xxx | xxx | xxx |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

* 1. COMPETITOR ANALYSIS

[Insert competitor analysis here]

*You should include details of your main competitors, and compare your product or service against those competitors. You should identify the competitive advantages you believe your product or service has against these competitors.*

*To assist you with this you can use the*

[***ThinkBusiness.ie Competitor Analysis Template***](https://www.thinkbusiness.ie/articles/competitor-analysis-template/)

# MARKET CHANNELS

[Insert market channels here]

*Outline the channels you propose to use to reach and influence your target audience. Provide a summary of the marketing and communications activities you propose to conduct throughout the course of the period.*

|  |  |  |
| --- | --- | --- |
| **CHANNEL** | **TARGET AUDIENCE** | **MARKET/ COMMUNICATION ACTIVITY** |
| 1. **[Enter channel 1]**
 | xxx | xxx |
| 1. **[Enter channel 2]**
 |  |  |
| 1. **[Enter channel 3]**
 |  |  |
| 1. **[Enter channel 4]**
 |  |  |
| 1. **[Enter channel 5]**
 |  |  |
| 1. **[Enter channel 6]**
 |  |  |

# IMPLEMENTATION

[Insert Implementation here]

*For each marketing objective, you should:*

* + 1. **List a range of actions that will be required to meet these objectives;**
		2. **List the metrics by which the objective will be measured;**
		3. **Set out a budget requirement;**
		4. **Identify the timeframe.**

*Identify who will be responsible for this action.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **OBJECTIVES** | **METRICS** | **BUDGET** | **TIMEFRAME** | **RESPONSIBILITY** |
| 1. **[Enter objective 1]**
 | xxx | xxx | xxx | xxx |
| 1. **[Enter objective 2]**
 |  |  |  |  |
| 1. **[Enter objective 3]**
 |  |  |  |  |
| 1. **[Enter objective 4]**
 |  |  |  |  |
| 1. **[Enter objective 5]**
 |  |  |  |  |
| 1. **[Enter objective 6]**
 |  |  |  |  |