Marketing Plan

Business _____ **Plan period** [Jan–Dec 2027]

Prepared by _____ **Total budget** $

1. Goals

Goal	Metric	Target	Deadline
[e.g. Grow online sales]	[Monthly revenue]	[$15,000]	[Dec 31]

2. Target audience

Primary customer _____

Age, location, income _____

Needs and pain points _____

Where they spend time _____

What influences purchase _____

3. Positioning

For [target customer] who [need], [business] is the [category] that [key benefit]. Unlike [alternative], we [main difference].

4. Marketing mix

Product _____ **Price** _____

Place (where sold) _____ **Promotion** _____

5. Channels and budget

Channel	Key tactics	Annual budget	KPI
Website / SEO			
Google Business Profile			
Social media			
Email marketing			
Paid ads			
Events / partnerships			
Total			

6. Timeline

Quarter	Campaigns and activities	Owner
Q1		
Q2		
Q3		
Q4		

7. Measurement

We will review results [monthly] using [Google Analytics, ad dashboards, sales reports]. Channels that do not hit their KPI after [90 days] will be adjusted or cut.