# **Marketing plan guide**

## business.gov.au

A good marketing plan helps you identify your customers and competitors and develop a strategy to make your business stand out. The business.gov.au Marketing Plan template steps you through the process of creating a solid, well-structured plan tailored to your business.

## Marketing plan guide

### Marketing planning

A marketing plan assists you to integrate your total marketing effort. It ensures a systematic approach to developing products and services to meet and satisfy your customers’ needs.

When you're writing a marketing plan you need to be clear about your objectives and how you'll achieve them. A good marketing plan sets clear, realistic and measurable objectives, includes deadlines, provides a budget and allocates responsibilities. A plan can consist of these elements:

* analysis of your current market
* your business objectives
* key strategies
* steps to achieving your objectives
* proposed budget
* timing.

Remember that your marketing plan should remain an ongoing process throughout the life of your business.

### Title page

| Question/Field | Explanation |
| --- | --- |
| **Insert business logo** | Adding a logo gives a more professional image. |
| **Your name** | Enter the business owner's name. Enter multiple names if there are multiple owners. |
| **Your title** | The titles of the business owner(s) listed above, e.g. Owner/Manager. |
| **Business name** | Enter your business name as registered in your state/territory. |
| **Main business address** | Enter your main business address. This can be your home address if you are a home-based business or your head office if you have more than one location. |
| **Prepared** | The date you finished preparing your Succession plan. |
| **Table of Contents** | If you have changed this template in any way, please remember to update the table of contents to reflect the changes. |

### 

### Marketing plan Excutive summary

Your marketing summary should be no longer than a page and should focus on why your business is going to be successful. Your answers should briefly summarise your more detailed answers provided throughout the body of your plan.

| Question | Explanation |
| --- | --- |
| **Business name** | Enter your business name as registered in your state/territory. If you have not registered your business name, add your proposed business name. |
| **Business structure** | Is your business a sole trader, partnership, trust or company? |
| **Business location** | Enter your main business location such as your city/town. Briefly describe the location and space occupied/required. |
| **Date established** | The date you started trading. Whether it was the date you opened your doors or the date your purchased business opened its doors. |
| **Business owner(s)** | List the names of all business owners. |
| **Relevant owner experience** | Briefly outline your experience and/or years in the industry and any major achievements/awards. |
| **Products/services** | What products/services are you selling? What is the anticipated demand for your products/services? These answers should briefly summarise your answers under the main products/services section. |

| Question | Explanation |
| --- | --- |
| **Mission statement** | The vision statement briefly outlines your future plan for the business. It should state clearly what your overall goals for the business are. To keep it brief you may prefer to use dot points in your summary. |
| **Goals/objectives** | What are your short and long term goals? What activities will you undertake to meet them? |

| Question | Explanation |
| --- | --- |
| **Target market** | Who are you selling to? Why would they buy your products/services over others?  This answer should briefly summarise your answers under the main Market section. |
| **Marketing strategy** | How do you plan to enter the market? How do you intend to attract customers? How and why will this work?  This answer should briefly summarise your answers under the main Market section. |

| Question | Explanation |
| --- | --- |
| **The finances** | Briefly outline your sales forecast. How much money will you need up-front? Where will you obtain these funds? What portion will you be seeking from other sources? How much of your own money are you contributing towards the business?  Your answers can be quite brief in the summary. They should give the reader a quick idea of your current financial position. Where you are heading financially and how much you need to get there. You can provide more detail in the main Finances section. |

### The whole plan :

Business overview

| Question | Explanation |
| --- | --- |
| **Business overview** | Who are the current business owners? What does the business do/sell? Where it is located? How long has it been operating? |
| Question | Explanation |
| **Vision statement** | What is your business' vision statement? It should briefly outline your future plan for the business and include your overall goals. |
| **Mission statement** | What is your business' mission statement (i.e. how will you achieve your vision)? |
| **Goals/objectives** | What are your short & long term goals? What activities will you undertake to meet them? |

S.W.O.T. analysis

| Question | Explanation |
| --- | --- |
| **S.W.O.T. analysis table** | List each of your businesses Strengths, Weaknesses, Opportunities or Threats (S.W.O.T) in the table supplied. For example:   * **Strengths:** (e.g. experience in the industry). * **Weakness:** (e.g. location of your business). * **Opportunity:** (e.g. new export opportunity available). * **Threat:** (e.g. new competitor entering the market). |
| **S.W.O.T. activity sheet** | List each weakness/threat, the activities you will undertake to reduce/address each and the date of expected completion. |

Product/services

| Question | Explanation |
| --- | --- |
| **Product/services table** | List each product/service your business currently offers. Provide a description and unit price (including GST) amount for each. |
| **Market position** | Where do your products/services fit in the market? Are they high-end, competitive or a low-cost alternative to the products/services offered by your competitors? How does this compare to your competitors? |
| **Unique selling position** | How will your products/services succeed in the market where others may have failed? What gives your products/services a distinctive edge? |
| **Anticipated demand** | What is the anticipated quantity of products/services your customers are likely to purchase? For example, how much will an individual customer buy in 6 months or 12 months? |
| **Pricing strategy** | Do you have a particular pricing strategy? Why have you chosen this strategy?  To help you develop your pricing strategy, you could refer to your customer research, market position, anticipated demand and costs/expenses to get an idea.  Whatever strategy you use when setting your price, you will also need to adhere to any relevant fair trading legislation or codes of conduct. |
| **Value to customer** | How do your customers value your products/services? Are they a necessity, luxury or something in between? |
| **Growth potential** | What is the anticipated percentage growth of the product in the future? What will drive this growth?  To help you determine this growth potential, you could refer to your region/industry research to get an idea of any industry/regional growth that could affect your business in a positive way. You could also look up any social trends that may have a positive affect on your business. |

Sales/marketing personnel

| Question | Explanation |
| --- | --- |
| **Sales/marketing personnel table** | List your current staff in the table provided. Outline each job title, name of the employee in the position and the main responsibilities related to the position. You may also like to attach a copy of their resume to the back of your plan. |

### The Market

| Question | Explanation |
| --- | --- |
| **Unique selling position** | How is your business unique in the market? What differentiates your product/service from others in the market? What makes your business stand out from your competition? What product gap or service need does it fill for your customers? |

Your customers/clients

| Question | Explanation |
| --- | --- |
| **Customer demographics** | Define who your target customers are and how they behave. You can include age, gender, social status, education and attitudes. What are their lifestyles, activities, values, needs, interests or opinions? Where are they located? |
| **Key customers** | Identify your key customers. (These can be large consumers of your products or individuals whose satisfaction is key to the success of your business.) How will you target your products/service to them? How will you deliver your product/service to them? |

Your competitors

| Question | Explanation |
| --- | --- |
| **Your competitors** | How do you rate against your competitors? How can your business improve on what they offer? |
| **Competitor details table** | List at least 5 competitors in the table. For each competitor enter:   * **Competitor:** Competitor name. * **Established date:** When were they established? * **Size:** Number of staff and/or turnover. * **Market share (%):** Estimated percentage of market share. * **Value to customers:** Unique value to customers. Why they would do business with your competitor? For example: convenience, quality, price or service? * **Strengths:** What are your competitor's main strengths? * **Weaknesses:** What are your competitor's main weaknesses? |
| **Market targets** | Outline your planned sales targets. These targets need to be realistic and achievable. What quantity of your products/services do you plan to sell in a planned timeframe? Are they monthly or yearly targets? For example, you may set yourself a goal of selling 1 000 products in 12 months. |
| **Environmental/industry analysis** | Detail the results of the market research you have performed. Is the area experiencing population growth? Are there long-term employers in the area? Is the region's economy stable? Are there seasonal variations?  What is the size of the market? What recent trends have emerged in the market? What growth potential is available and where do you fit in? How will the market/customers change when you enter the market? What external factors will affect your customers? |
| **Marketing strategy** | What is your overall marketing strategy? What steps or activities will you undertake to achieve your goals/objectives?For each marketing activity/milestone:  Marketing activity/milestone: Print advertising, online advertising, mail-out, giveaway, media release, event, website, blog/social media, public relations, branding and artwork, or publications and catalogues.  Person responsible: Who is responsible for completing this task?  Date of expected completion: When do you expect to complete the marketing activity?  Cost ($): Estimated cost of activity.  Success indicator: What indicator/ measurement result will need to be met before this activity is considered a success? |

Advertising & sales

| Question | Explanation |
| --- | --- |
| **Advertising and promotional strategy table** | For each promotion/advertising:   * **Planned promotion/advertising type:** What is the promotion/advertising type being used (e.g. Print media advertising, online advertising, SMS, mail-out, giveaway, media release, social media campaign or event)? * **Promotional strategy:** Why have you decided to use this promotion/advertising type? How and when will you use it? What is your strategy behind this? Who will upkeep your social media presence? * **Expected business improvement:** How do you expect it will improve your business success? * **Cost ($):** What is the cost of each planned activity? * **Target date:** When do you expect to complete each activity? |
| **Social media strategy** | What do you want to achieve/communicate (brand awareness, online sales etc)? What social media tools do your customers use (e.g. Blogs, Twitter, Facebook etc)? What strategies can you use to network and communicate effectively with these customers? Who will upkeep your social media presence? Do you have internal staff or would you need to engage an external organisation? |
| **Sales strategy** | What sales techniques do you use? What are your strategies behind these techniques? How is this different/better than your competitors? |
| **Sales and distribution channels table** | For each channel enter:   * **Channel type:** What channel will you be using (e.g. Shopfront, internet, direct mail, export or wholesale)?. * **Products/services:** List all the products/services sold via this channel. * **Percentage of sales:** What percentage of overall sales do you expect to sell via this channel? * **Distribution strategy:** Why have you decided to use this channel type? How and when will you use it? What is the strategy behind using this channel type for this particular product/service? |

### 

### The Finances

| Question | Explanation |
| --- | --- |
| **Price** | What price have you determined for your products/services? Does this price take into account all your costs including personal, start-up, operational, cash flow and working capital? Have you also allocated a profit margin in your costing? What price will your target market bear? Do your prices take into account any seasonal variation to your suppliers’ costs? |
| **Expected sales** | What are your expected sales? When do you hope to achieve these figures? Are there seasonal influences? |
| **Marketing budget [YEAR] table** | **Using the table**  The marketing budget table example contains a list of suggested marketing items a typical business may use. |

### Monitoring/measurement activities

| Question | Explanation |
| --- | --- |
| **Monitoring/measurement activities table** | Reviewing the impact of your marketing should be a periodic activity. List the details of each review in the table provided.For each marketing activity:   * **Marketing activity:** Print advertising, online advertising, mail-out, giveaway, media release, event, website, blog/social networking, public relations, branding and artwork, or publications and catalogues. * **Date of review:** (e.g. Month/Year or 6 monthly). * **Monitoring methods:** What tools did you use to measure/monitor the impact of your marketing activities? * **Review outcomes:** What were the results for the promotional period? What were your sales/profit figures? How many new/repeat customers did you receive? How many visitors to your website? |

### Supporting documentation

| Question | Explanation |
| --- | --- |
| **Supporting documentation** | List all of your attachments here. These may include resumes, customer survey/questionnaire and/or financial documents. |