

-- FREE VERSION --

[Your Company Logo]
(if applicable)

[Your Company Name]
MARKETING PLAN
[Month], [Year]

[Your Name]
[Your Title]
[Your Company Name]
[Your Address 1]
[Your Address 2]
[City, State Zip]
Tel: []
Fax: []
Email: []

CONFIDENTIAL

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PLEASE READ THIS FIRST:

The Ultimate Marketing Plan Template is much more than a fill-in-the-blanks template.

It provides the best marketing strategies that have helped tens of thousands of businesses reap massively increased sales and profits.

Each section of the plan includes text describing these strategies plus fill-in-the-blanks areas for you to choose and describe which strategies you will use.

NOTE: this is the Free version of Growthink's Ultimate Marketing Plan Template. Much of the information from the paid version, including descriptions of all the strategies, have been removed from this version.

To upgrade to the full, paid version of Growthink's Ultimate Marketing Plan Template, please go to:

<http://www.growthink.com/products/marketing-plan-template>.

1. Executive Summary

[Complete this last, as the information will come from the other sections of your marketing plan.]

[Company Name] is in the business of {provide 1-2 line description of your company}

1. Our target customers are: {include your answer to question D in Section 2}
2. Our unique selling proposition is: {include your answer to question #7 in Section 3}
3. Our distribution strategy includes: {include your answers to questions 1 and 2 in Section 5}
4. The key offers we will use to attract customers includes: {include answer from Section 6}
5. The promotional methods we will use to attract customers include: {include the methods you selected in Section 8}
6. Our online marketing strategy includes: {include answer from Section 9}
7. The strategies we will use to increase our customer conversion rates include: {include answer from Section 10}
8. We will maximize our transaction prices by: {include answer from Section 13}
9. We will maximize the value of our customers by: {include answer from Section 14}
10. Our key financial projections include: {include Lead & Revenue Results and Profit Results charts from Section 15}

2. Target Market/Target Customers

A. Demographic Profile of Our Target Customers

Location: _____

Age: _____

Generation: (e.g., baby-boomers, Generation X): _____

Income: _____

Gender: _____

Nationality/Ethnicity: _____

Marital Status: _____

Household Size: _____

Occupation/Employment status: _____

Industry (if B2B): _____

Religion: _____

Language: _____

Education: _____

Organizational Memberships: _____

Other: _____

B. Psychographic Profile of Our Target Customers

Activities _____

Interests _____

Opinions _____

Attitudes _____

Values _____

C. Your Target Customers' Key Problems, Desires and Needs

D. Your Detailed Customer Profile

3. Unique Selling Proposition (USP)

Write your USP below:

4. Pricing & Positioning Strategy

Branding & Positioning:

Pricing:

5. Distribution Plan

Direct Distributions Methods Used: _____

Indirect Distributions Methods Used: _____

6. Your Offers

Write down the offers below that you will use in your business:

7. Marketing Materials

Logo _____

Business Cards _____

Stationary _____

Brochures/Flyers _____

Website/Blog _____

Newsletter _____

Catalog _____

Print Advertisements _____

Promotional products/giveaways (pens, t-shirts, note pads, etc.) _____

Signs _____

Article Reprints _____

Case Studies _____

Customer Testimonials _____

Employee shirts/uniforms _____

Other _____

Other _____

8. Promotions Strategy

Describe each of the promotions methods you will employ.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____

23. _____

24. _____

25. _____

26. _____

27. _____

28. _____

9. Online Marketing Strategy

1. Keyword Strategy

Keyword	Local Monthly Search Volume
_____	_____
_____	_____
_____	_____
_____	_____

2. Search Engine Optimization Strategy

A. Content Strategy: _____

B. Links Strategy: _____

C. Site Structure Strategy: _____

D. Page Descriptions and Tags Strategy: _____

3. Paid Online Advertising Strategy

4. Social Media Strategy

10. Conversion Strategy

Describe your use of the 5 strategies to increase your conversion rates.

1. _____

2. _____

3. _____

4. _____

5. _____

11. Joint Ventures & Partnerships

Summarize your joint venture strategy here: _____

12. Referral Strategy

Define your referral strategy below:

13. Strategy for Increasing Transaction Prices

Describe your use of the 5 strategies to increase transaction prices.

1. _____

2. _____

3. _____

4. _____

5. _____

14. Retention Strategy

Describe your use of the 3 strategies to maximize customer retention and repeat purchases.

1. _____

2. _____

3. _____

15. Financial Projections

Based on the marketing strategy outlined in this plan, we expect the following results:

Attention: Now, if you want to finish your marketing plan FAST and start growing your revenues and profits, then you're in luck...

"Finish Your Marketing Plan Today With Growththink's Fully Customizable Ultimate Marketing Plan Template."



Go To: <http://www.growththink.com/products/marketing-plan-template>