**[*INSERT YOUR BUSINESS LOGO*]**

[*Your Name*]

[*Your Title*]

[*Business Name*]

[*Main Business Address*]

**ABN:** [*ABN*]

**ACN:** [*ACN*]

[*Business Name*]

Marketing Plan

**Prepared:** [*Date prepared*]

# **HOW TO USE**

Using the work already developed from the Business Model Canvas, Value Proposition design, Customer Segmentation Personas and Guest Experience Journey Map, as well as using the [Australian Government Marketing Plan Template](https://www.business.gov.au/Planning/Business-plans/How-to-write-your-marketing-plan) as a Guide, this simplified Marketing Plan is perfect for small businesses.

Ideally, this should only be a few pages long and provide a short summary of your marketing objectives and goals, and inform a larger Business Plan. It is then encouraged that this short plan supports a single ‘Plan on a Page’.

Key sections include:

* **BUSINESS INFORMATION** - General business information and business description.
* **THE MARKET** - your unique selling point and customer segments.
* **MARKETING OBJECTIVES** - Goals, strategies and budgets for short, medium and long term.
* **PLAN ON A PAGE** - all of the previous information in one page.

# **BUSINESS INFORMATION**

## **BUSINESS INFORMATION**

Business name:

Business structure:

Business owner:

Date established:

## **BUSINESS DESCRIPTION**

Business vision and values:

Business background and current situation:

Products and services:

Key resources:

Key activities:

SWOT Analysis:

# **THE MARKET**

Value Proposition:

Positioning and key messages:

Target markets:

Customer segment personas:

Competitor Analysis:

# **MARKETING OBJECTIVES**

Objectives:

* Short (0-6 months)
* Medium (6-12 months)
* Long (12 months-)

Strategies:

* Digital Marketing (e.g.social media, website, edm, listings, content)
* Direct Marketing (e.g. print advertising, publications, face-to-face, event)
* PR (e.g.media release, featured articles)

Budget:

Success measures:

# **PLAN ON A PAGE**

| **Positioning Statement:** | | | |
| --- | --- | --- | --- |
| **Values** | *Value 1* | *Value 2* | *Value 3* |
| **Target markets** | *Segment 1* | *Segment 2* | *Segment 3* |
| **Customer Personas** | *CP 1 Name* | *CP 2 Name* | *CP 3 Name* |
| **Objectives** | *Objective 1* | *Objective 2* | *Objective 3* |
| **Strategies** | *Strategy 1* | *Strategy 2* | *Strategy 3* |
| **Success Measures** | *SM 1* | *SM 2* | *SM 3* |