

Business Vision

A business vision outlines what your business would like to ultimately achieve and gives purpose to the existence of the organisation.

Business Mission

A mission statement defines what your business is, why it exists and its reason for being.

Unique Selling Proposition

What sets your business apart from the rest?

Products and Services

What products and services is your business offering?

Target Audience

Who is your ideal customer? Write a summary on who they would be, outlining their needs, buying behaviour and motivations. For example, some traits to focus on include:

- Gender
- Age range
- City
- Job
- Hobbies

Competitors

In this section, we compare what makes your business stand out from competitors. Who are your competitors? What are their strengths and weaknesses?

Marketing Goals

Your goals listed here should be SMART goals, meaning they are Specific, Measurable, Achievable, Realistic, and Time-oriented.

For example, you would like one-hundred customers to sign up to your newsletter by the 30th of June.

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Marketing Activity

This section outlines the methods you will use to achieve your goals. Try to have a mix of offline and online marketing. .

For Example:

Online: Facebook advertising, Google advertising

Offline: Flyers, posters, car decals

Measurement

In this section, outline how often you will review and update your marketing plan. You could set time-based goals such as every three months or every six months, or you could tie them to specific milestones or goals.

You should also summarise how you intend to evaluate the plan - how are you measuring your goals?