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Marketing Plan Template



# An easy-to-use 4 Step Template.

Define

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# Objectives.

The main goal of [company name] is to [insert the bigger picture business goal]. This goal is important because [insert context to the bigger picture goal].

Specifically, this means:

|  |  |
| --- | --- |
| Our Business Objectives | [Summarise and list the overall business objectives your marketing team needs to contribute to, for the business. There should be no more than 5 or 6.  Make sure they are SMART; specific, measurable, achievable, relevant, and time-bound] |

In order to facilitate this goal, the Marketing team will work towards the following objectives:

|  |  |
| --- | --- |
| Our Marketing Objectives | [Summarise and list the specific marketing objectives that your marketing team has been tasked with. These should ladder back to the Business Objectives above. There should be no more than 5 or 6.  Make sure they are SMART; specific, measurable, achievable, relevant, and time-bound] |

# Stakeholder Mapping.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Name of stakeholder | Job  Title | Responsibilities in relation to Marketing | | When to engage | How to  engage |
| [Stakeholder 1] |  | |  |  |  |
| [Stakeholder 2] |  | |  |  |  |
| [Stakeholder 3] |  | |  |  |  |
| [Stakeholder 4] |  | |  |  |  |

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# Product.

[Insert company name] is a company based in [insert location]. Our company’s mission is [insert your company's mission].

To achieve this mission, [insert company name] sells [insert description of your company’s product or service, and the format in which it is sold].

|  |  |  |  |
| --- | --- | --- | --- |
| Product or  Service Feature | Functional  Benefit | Consumer  Benefit | Emotional  Benefit |
| [Feature 1] | [What does this mean the product does?] | [What’s the benefit of this feature to the user?] | [How does use of this feature make the user feel?] |
| [Feature 2] |  |  |  |
| [Feature 3] |  |  |  |
| [Feature 4] |  |  |  |

# Audience.

We have highlighted the following target audiences as those who would benefit from our product/ service.

## Consumer Audiences

|  |  |
| --- | --- |
| Age | [Add the age bracket of your ideal audience] |
| Gender | [Add the gender of your ideal target audience] |
| Location | [Add the location of your ideal target audience] |
| Income level | [Add the income level of your target audience] |
| Education level | [Add the education level of your audience] |
| Marital status | [Add the marital status of your audience] |
| Parenthood status | [Add the parenthood status of your audience] |
| Unmet need | [Add the problem that your category and product or service addresses] |

# Business Audiences.

|  |  |
| --- | --- |
| Sector/industry | [Enter target business sector/industry] |
| Location | [Enter target business location] |
| Company size | [Add idea target company size/ number of employees] |
| Company turnover | [Add ideal company turnover] |
| Job title | [Enter the job title of your target audience] |
| Unmet need | [Add the problem that your category and product or service addresses] |
| Decision Making Unit | [Enter the other job titles that might be part of the business decision to take up your product/service] |

# Competition.

We have highlighted that the following companies as competitors.

## Company 1 [insert name]

|  |  |
| --- | --- |
| Product/service they offer | [Insert a description of the product/service offering] |
| Company USP | [Add details about what makes them unique, what makes them good, or what makes them look attractive to your audience] |
| Areas of Advantage | [Highlight areas where your business improves on or does better than this company/ consider the unmet need of your target audiences] |
| Pricing | [Add detail on their pricing options and how it compares to your own] |

## Company 2 [insert name]

|  |  |
| --- | --- |
| Product/service they offer | [Insert a description of the product/service offering] |
| Company USP | [Add details about what makes them unique, what makes them good, or what makes them look attractive to your audience] |
| Areas of Advantage | [Highlight areas where your business improves on or does better than this company/ consider the unmet need of your target audiences] |
| Pricing | [Add detail on their pricing options and how it compares to your own] |

## Company 3 [insert name]

|  |  |
| --- | --- |
| Product/service they offer | [Insert a description of the product/service offering] |
| Company USP | [Add details about what makes them unique, what makes them good, or what makes them look attractive to your audience] |
| Areas of Advantage | [Highlight areas where your business improves on or does better than this company/ consider the unmet need of your target audiences] |
| Pricing | [Add detail on their pricing options and how it compares to your own] |

# Market Positioning.

Mapping the competition reveals an unoccupied quadrant where [Insert company name] can position itself in a way that is differentiated to its target audience.

[Consider axes that really pulls apart the competitors identified above, and that plays into the features and benefits that identified audiences are looking for]

**[Insert label for y axis]**

[Insert competitor Company name]

**Unoccupied quadrant**

**[Insert Company name]**

**[Insert label for x axis]**

[Insert competitor Company name]

[Insert competitor Company name]

# Strengths, Weaknesses, Opportunities and Threats.

The marketing team at [Company name] is dedicated to enhancing the brand's strengths, bolstering areas where there is room for improvement, leveraging potential opportunities, and strategizing against potential threats. Herein lies our SWOT analysis for the year [Current year].

[Complete using industry forecasts, cultural trend reports, data on product/service supply chains, global and local market forces, relevant tech advances, plus all the knowledge obtained by completing the above sections of the Marketing Plan]

|  |  |  |
| --- | --- | --- |
| Strengths |  | Weaknesses |
| [Insert a strength]  [Insert a strength]  [Insert a strength]  [Insert a strength]  [Insert a strength]  [Insert a strength] |  | [Insert a weakness]  [Insert a weakness]  [Insert a weakness]  [Insert a weakness]  [Insert a weakness]  [Insert a weakness] |

|  |  |  |
| --- | --- | --- |
| Opportunities |  | Threats |
| [Insert an opportunity]  [Insert an opportunity]  [Insert an opportunity]  [Insert an opportunity]  [Insert an opportunity]  [Insert an opportunity] |  | [Insert a threat]  [Insert a threat]  [Insert a threat]  [Insert a threat]  [Insert a threat]  [Insert a threat] |

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Devise

# Opportunities.

Using all our knowledge and discovery learnings, we can now identify and specify the following more detailed Marketing opportunities, challenges and initiatives, against each of our Marketing Objectives.

|  |  |  |  |
| --- | --- | --- | --- |
| Marketing Objective | Opportunity  for Marketing | Challenges to achieving this | Solutions & Initiatives |
| [Objective 1, as given in Define section] | [Insert a focused and specific opportunity] | [Insert challenges that are in your gift to address] | [Initiative 1 - insert focused and specific initiatives] |
| [Objective 2] |  |  | [Initiative 2] |
| [Objective 3] |  |  | [Initiative 3] |
| [Objective 4] |  |  | [Initiative 4] |
| [Objective 5] |  |  | [Initiative 5] |
| [Objective 6] |  |  | [Initiative 6] |

Activities & Resources.

For every Solution and Initiative identified, we recommend the following activities and channels/messages, requiring the specified resource and budget. We also recommend the following Timing and KPIs to ensure that we stay on track and deliver against our set Marketing Objectives.

|  |  |  |  |
| --- | --- | --- | --- |
| Solutions & Initiatives | Activities & Channels/ Messages | Resource,  Timing & Budget | Stakeholders  & KPIs |
| [insert Initiative 1, from above grid] | [detail the specific activities, channels, and messages this initiative demands] | [detail resource and budget needed, and when each activity should happen] | [detail relevant stakeholders & metrics for all activities set out] |
| [Initiative 2] |  |  |  |
| [Initiative 3] |  |  |  |
| [Initiative 4] |  |  |  |
| [Initiative 5] |  |  |  |
| [Initiative 6] |  |  |  |

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Distil

# Summary & Calendar Plan.

Our Marketing Plan can be summarised as follows:

We will **GET** [insert description of your target audience/s], **TO** [insert description of what you want these audiences to THINK, FEEL and DO], **BY** [insert summary description of your 5/6 Initiatives as stated in above grids].

Our recommended Marketing activities can be plotted as follow [insert Solutions and Activities as identified in above grids, and plot or mark the months when each activity will happen to create a top-level Gantt chart or Calendar plan].

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Solutions  & Activities | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec |
| [Initiative 1]   * [insert activities] |  |  |  |  |  |  |  |  |  |  |  |  |
| [Initiative 2]   * [insert activities] |  |  |  |  |  |  |  |  |  |  |  |  |
| [Initiative 3]   * [insert activities] |  |  |  |  |  |  |  |  |  |  |  |  |
| [Initiative 4]   * [insert activities] |  |  |  |  |  |  |  |  |  |  |  |  |
| [Initiative 5]   * [insert activities] |  |  |  |  |  |  |  |  |  |  |  |  |
| [Initiative 6]   * [insert activities] |  |  |  |  |  |  |  |  |  |  |  |  |

Notes.

Appendix 1.

The 7 Ps of Marketing.

## Products/Services

[Outline the products/services you plan to introduce to the previously mentioned target market. Explain how these products will address the issues outlined in your buyer personas. Also, detail what distinguishes your product from the competition, or how it stands on par with them.]

## Price

[What is the price point for your products/services? Does it offer a competitive edge in the market? Consider whether it aligns with your customers' budget expectations. Also, are there plans to implement any seasonal promotions or discounts for this product?]

## Place

[Explain how your products/services are displayed to customer groups, whether through traditional methods like shop windows or online platforms. If operating exclusively online, discuss strategies for optimising the website to meet the latest standards, especially regarding mobile compatibility, to enhance consumer accessibility and search engine visibility.]

## Promotion

[What strategies will you employ to market your products/services beyond standard platforms like your blog or social media? Consider how the content of your promotions will inject value into your product offering.]

## People

[Identify the members or teams within the marketing department/company involved in your market strategy. Outline their respective responsibilities and how they will contribute to the success of your market strategy.]

## Process

[What is the delivery method for your products/services to the customer? If it is a service, is it provided continuously? Describe how you will assist the customer in achieving success with your product.]

## Physical Evidence

[How are your products/services presented to consumers? For intangible offerings, what tangible proof can customers showcase from transacting with your business? Here you can make use of testimonials, reviews, case studies, demos, etc…]

Appendix 2.

How We Can Help You.

## Creative

We provide strategic creative solutions to your brand and design challenges. From full-scale brand identity projects to social media motion graphics, our expertise across the creative disciplines ensures.

## Content

We plan, create and curate award-winning content, from national broadcast campaigns to social media shorts, branded marketing and animation. Our content reaches millions of people across a variety of media every day. We produce beautifully crafted content that powers extraordinary reach, engagement and results.

## Communications

With powerful communications tools and a wealth of experience, we’re here to expertly guide you through today’s media landscape. We craft and implement effective, integrated communication strategies for all types of organisations and individuals. As IPA Members (Institute of Practitioners in Advertising) all our work champions innovation and best practice.

## Events and Experiences

As the largest independent event management company in Wales, we’ve got years of experience professionally managing galas and conferences, launch events, team away days, leadership events and everything else in between. Whatever the occasion, we’re on hand to manage your event from conception to completion.

## Digital Innovations

We work with brands to create innovative solutions in the digital space. We tell stories that resonate, and believe that the message should be the focus and not the technology that’s delivering it. We harness new and innovative technology to help connect brands with their audiences.

## Sponsorships and Brand Partnerships

We connect Brands, Rights Holders and Audiences through engaging, innovative, creative and purposeful partnerships. We work with brands seeking partnerships, or rights holders who are looking to make existing partnerships work harder, by providing strategic advice and sponsorship sales support to maximise their assets.