



# Marketing Plan

A marketing plan is an overarching document, stating all of your business goals.

See the 7 steps below of things to include in your Marketing Plan.

Please note all supporting documents are available on [Click Region](#).

Your plan can be as in-depth as you like. The main focus is to record your future goals and how you want to achieve them, so you have purpose and something to aim towards. You can make it visual or just have words, this is completely up to you.

## Step 1.

Record your business details - an **executive summary**:

Company name;

ABN;

Location of office and/or outlets;

Management staff;

Vision\* & Mission\*\* statements/or your business 'why';

You can include any other important factors of your business that you think are relevant to the plan.

## Step 2.

Conduct a **SWOT analysis** - recording your strengths, weaknesses, opportunities & threats.

## Step 3.

Identify your **market** and who **your competitors** are.



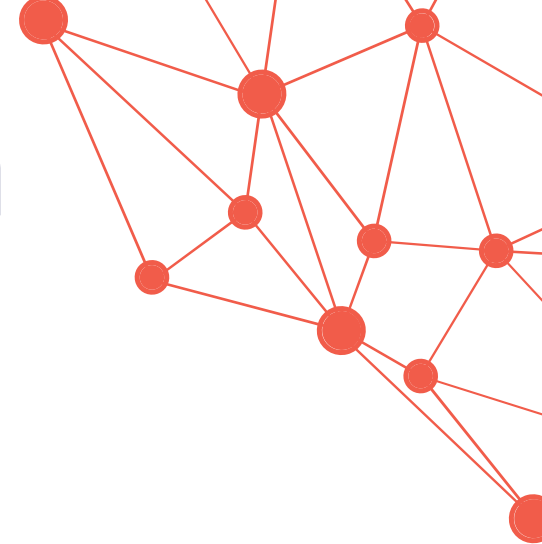
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\* **Vision statement** - where your business aspires to go.

\*\* **Mission statement** - defines your business objectives & how you will achieve them.



# Marketing Plan



## Business goal examples

i.e. increase customers and sales; reduce business expenses; strengthen bond with existing clients; improve product quality; improve brand awareness; increase employee productivity; introduce new products or services.

### Step 4.

Establish who your **target audience** is.

### Step 5.

Record your **SMART goals** - short term & long term **business goals**.

### Step 6.

Define your **marketing budget**.

### Step 7.

Build your activity with your **content & promo calendar** and your **action plan**.

#### SMART GOALS

Specific, Measurable, Attainable,  
Relevant & Time-based Goals



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