



# YOUR MARKETING PLAN

YOUR BUSINESS PLAN ALREADY TOUCHES ON YOUR MARKETING STRATEGY. BUT A MARKETING PLAN LETS YOU FOCUS SOLELY ON GETTING YOUR PRODUCTS AND SERVICES OUT TO CUSTOMERS. IN SHORT, HOW WILL THEY FIND OUT ABOUT YOU AND WANT TO TELL ALL THEIR FRIENDS? YOUR MARKETING PLAN SHOULD FOCUS ON THE 4 PS OF MARKETING. **LET'S TICK OFF WHAT YOU NEED:**

**Product:**

What makes your product or service a better choice than others? How big is your market? What makes your product or service attractive? Does your product or service have a particular quality that gives it an edge?

**Price:**

Price is an important part of your marketing strategy because it will help determine who you market to, and how you design your promotions. Is your product or service priced for a luxury market or for value-conscious consumers? What is the market willing to pay for competing products and services, and where does your product or service fit? Are you likely to discount your products and services? If so, will those discounts be at certain times in the year, e.g. Black Friday?

**Promotion:**

Promotion is about accessing your customers from all angles. Choose the channels where you're most likely to hit your target market and make sales. Will your product or service be sold on Facebook Marketplace? Will a brochure mailbox drop help? Is Facebook or Instagram advertising the right fit for your brand? Will you need a Google Ads budget? Ask yourself what will give you bang for buck and how you'll measure that success.

**Place:**

How will you deliver your product or service to customers? Your distribution channels may include physical shops, online stores or online marketplaces like Amazon or Etsy.



### OTHER THINGS TO CONSIDER:

**Extra expertise:**

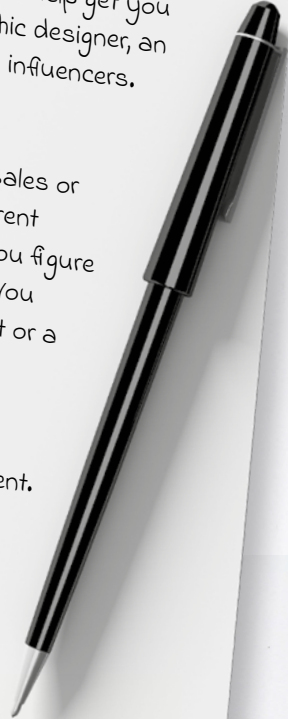
Do you need to employ anyone to help get you the results you want? e.g. a graphic designer, an SEO specialist, a digital marketer, influencers.

**Keeping track:**

Use a dashboard to track actual sales or customer traffic coming from different marketing channels. This will help you figure out what's working and what's not. You can do this via an Excel spreadsheet or a platform like Salesforce.

**Changing tact:**

Your marketing plan is a living document. Update your strategy as you learn from customer feedback and sales trends, or if you're offering new products or services that need to be put to the test.



**Marketing plan template:  
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**Things you should know:**



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