Company Name

Marketing Plan

For Quarters

Q1 2023 & Q2 2023

Table Of Contents

Table Of Contents 1

Executive Summary 3
- Business Summary 3
- Marketing Team & Management 3
- Initiatives Overview 3
- Financial Considerations 3

Mission Statement 4

Marketing Goals 4

Marketing Key Performance Indicators (KPIs) 4

Target Audience 5

Audience Personas 5
- Audience Persona #1 Name 6
- Audience Persona #2 Name 7

Situational Analysis 8
- Competitor Name #1 8
- Competitor Name #2 9

Core Competencies 9
- Company Strengths 10
- Marketing Team Strengths 10
- Unique Value 10
- Proof 10

SWOT Analysis 11

Marketing Mix 11
- Product 11
- Price 11
- Place 12
- Promotion 12
- Packaging 12
- Positioning 12
- People 12

Pricing Strategy 13

Marketing Initiatives **13**

Marketing Channels **14**

Channel #1 14

Channel #2 14

Channel #3 14

Channel #4 14

Channel #5 15

Channel #6 15

Channel #7 15

Channel #8 15

Channel #9 15

Channel #10 15

Marketing Responsibilities **15**

Marketing Technology **16**

Editorial Calendar **17**

Marketing Budget **17**

Executive Summary

CoSchedule Tip: An executive summary is the highest level overview of your marketing plan.

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Business Summary

Headquarters: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Boiler Plate: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Marketing Team & Management

Team Member Name: Role information lorem ipsum dolor sit amet, consectetur adipiscing elit.

Team Member Name: Role information lorem ipsum dolor sit amet, consectetur adipiscing elit.

Team Member Name: Role information lorem ipsum dolor sit amet, consectetur adipiscing elit.

Initiatives Overview

Initiative Name: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

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Financial Considerations

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Mission Statement

CoSchedule Tip: A mission statement explains what benefits your organization provides through your product or service.

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Marketing Goals

CoSchedule Tip: Marketing goals are specific, measurable, aspirational, realistic, and time-bound that serve as the “north star” for all marketing efforts.

Marketing Goal Name	Marketing Goal Description
Marketing Goal #1	
Marketing Goal #2	
Marketing Goal #3	

Marketing Key Performance Indicators (KPIs)

CoSchedule Tip: A marketing metric is a quantifiable variable that can be measured to track performance. It may be helpful to choose lead indicators that are likely to result in meeting goals.

Marketing KPI Name	Marketing KPI Description
Marketing KPI #1	
Marketing KPI #2	
Marketing KPI #3	

Target Audience

CoSchedule Tip: Your target audience is the ideal customer you want to attract to your product or service through your marketing efforts.

Target Audience Traits	Target Audience Description
Target Market	
Industry	
Title	
Buying Authority	
Buying Triggers	
Challenges	
Pain Points	
Attitude	
Opinions	
Behavior	
Interests	
Location	
Language	
Age	
Gender	

Audience Personas

CoSchedule Tip: An audience persona presents audience data as an example customer. It helps you visualize who you'll market to.

Audience Persona #1 Name



Persona Profile #1	Persona Descriptions
Name	
Job Title	
Income Level	
Personality	
Values	
Family Life	
Challenges	
Needs	
Buying Behaviors	
Age	
Gender	

Audience Persona #2 Name



Persona Profile #2	Persona Descriptions
Name	
Job Title	
Income Level	
Personality	
Values	
Family Life	
Challenges	
Needs	
Buying Behaviors	
Age	
Gender	

Situational Analysis

CoSchedule Tip: Your situational analysis will help you understand your marketing situation at a glance.

Competitor Name #1

Competitor Profile	Competitor Descriptions
Competitor Name	
Competitor Tagline	
Competitor Positioning	
Competitor Stats	
Competitor Marketing Tactics	
Competitor Pricing Strategies	

Competitor Product #1	Product Information
Product Name	
Product Price	
Product Positioning	
Product Marketing	

Competitor Product #2	Product Information
Product Name	
Product Price	
Product Positioning	
Product Marketing	

Competitor Name #2

Competitor Profile	Competitor Descriptions
Competitor Name	
Competitor Tagline	
Competitor Positioning	
Competitor Stats	
Competitor Marketing Tactics	
Competitor Pricing Strategies	

Competitor Product #1	Product Information
Product Name	
Product Price	
Product Positioning	
Product Marketing	

Competitor Product #2	Product Information
Product Name	
Product Price	
Product Positioning	
Product Marketing	

Core Competencies

CoSchedule Tip: Your company's core competencies are what it does better in marketing than anyone else.

Company Strengths

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Marketing Team Strengths

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Unique Value

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Proof

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SWOT Analysis

CoSchedule Tip: A SWOT analysis examines these traits of your company to understand your place in the competition.

	Helpful	Harmful
Internal	Strengths	Weaknesses
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External	Opportunities	Threats
	• Lorem ipsum dolor sit amet • Lorem ipsum dolor sit amet • Lorem ipsum dolor sit amet	• Lorem ipsum dolor sit amet • Lorem ipsum dolor sit amet • Lorem ipsum dolor sit amet

Marketing Mix

CoSchedule Tip: The seven Ps — product, price, place, promotion, packaging, positioning, and people — will help you center your marketing around your product and audience.

Product

CoSchedule Tip: Product is the first P in the marketing mix and is defined as physical goods or services sold to make a profit for the business.

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Price

CoSchedule Tip: Price is the second P in the marketing mix, referring to how much the business charges for its good or service.

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Place

CoSchedule Tip: Place is the third P in the marketing mix. Place determines where the good or service will be sold based on the target audience's location or searching for the product.

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Promotion

CoSchedule Tip: Promotion is the fourth P in the marketing mix. Once a product is ready for market, strategies need to be developed to make the public aware and interested.

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Packaging

CoSchedule Tip: Packaging is the fifth P in the marketing mix. This refers to the process of designing wrappers or containers to protect the product for transportation and distribution.

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Positioning

CoSchedule Tip: Positioning is the sixth P in the marketing mix. A marketer's goal with positioning is to establish the brand's identity according to what the target audience desires. They want to influence consumers to perceive their brand or product differently and distinguish themselves from competitors.

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People

CoSchedule Tip: People is the seventh P in the marketing mix. This refers to anyone involved in the business, whether via sales, product design, management, or any other field that will affect the business's success.

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Pricing Strategy

CoSchedule Tip: Define how pricing relates to your marketing as in economy pricing, skimming prices, competitive pricing, luxury pricing, and so on.

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Marketing Initiatives

CoSchedule Tip: Initiatives are key marketing activities the team will focus on to influence the KPIs and goals set forth in your marketing plan.

Initiative #1	**Initiative Information**
Initiative Name	
Description	
Goal	
Metrics	

Initiative #3	**Initiative Information**
Initiative Name	
Description	
Goal	
Metrics	

Initiative #3	Initiative Information
Initiative Name	
Description	
Goal	
Metrics	

Marketing Channels

CoSchedule Tip: A marketing channel can mean any method or platform that's used to market a product or service to consumers.

Channel #1

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Channel #2

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Channel #8

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Marketing Responsibilities

CoSchedule Tip: As a team (including cross-functional roles), define who is responsible for specific actions throughout the marketing supply chain as you execute initiatives so you may hold one another accountable.

Responsibility	Person/Role Accountable
Ideation	
Strategy	
Writing	
Design	
Publishing	
Automation	
Measurement	
Communication	
Iteration	

Marketing Technology

CoSchedule Tip: Define the software, tools, and resources you will use to plan, execute, monitor, and control your marketing plan.

Technology	Your Tool
Customer Relationship Management (CRM)	
Website	
Blog	
Email	
Social Media	
Search Engine Optimization (SEO)	
Analytics	
Testing	
Knowledge Sharing	
Communication	
Work Management	
Editorial Calendar	

Editorial Calendar

CoSchedule Tip: A marketing calendar is a tool for planning and organizing your marketing projects in one place. Start free with Marketing Calendar by CoSchedule.



Marketing Budget

CoSchedule Tip: Your marketing budget is the planned amount of money you'll spend to make your marketing goal a reality.

Expense Type	Cost
Outsourcing/Agencies	
Partnerships	
Paid Promotions	
Events	
Total Expenses	