

**Executive Summary:** This section should provide a high-level overview of your marketing plan, highlighting the most important information about your company, target market, and marketing strategy.

**Who We Are:** In this section, provide a brief description of your company, including its history, mission, and products or services offered. Highlight what sets you apart from your competitors.

- Who We Are:
- Company name
- Brief history
- Mission statement
- Products/services offered

**Market Analysis:** Here, you will analyse the market for your products or services, including market size, growth rate, and key trends. Identify your competitors and their strengths and weaknesses.

- Market size
- Growth rate
- Key trends
- Competitors and their strengths/weaknesses

**SWOT Analysis:** This section should analyse your company's strengths, weaknesses, opportunities, and threats. Identify areas where you excel and areas where you need improvement. Look for opportunities to capitalize on, as well as potential threats to your business.

SWOT Analysis:

- Company strengths
- Company weaknesses
- Opportunities
- Threats

**Target Market:** Define your target market in terms of demographics, psychographics, and buying behaviour. Explain why this group is important to your business and how you plan to reach them.

Target Market:

- Demographics
- Psychographics
- Buying behaviour

**Target Audience:** Define your target audience (create an avatar) by creating a customer avatar. This should include their demographics, psychographics, behaviours, interests, and values.

Target Audience:

- Demographics
- Psychographics
- Behaviours
- Interests
- Values

*Questions to ask yourself –*

1. What is your ideal customer's age?
2. What is their gender?
3. What is their occupation?
4. What is their education level?
5. What is their annual income?
6. What is their marital status?
7. Do they have children? If so, how many and what are their ages?
8. What are their interests and hobbies?
9. What are their favourite books, movies, TV shows, and music?
10. What is their preferred method of communication?
11. What is their favourite social media platform?
12. What are their values and beliefs?
13. What are their fears and frustrations?
14. What are their goals and aspirations?
15. What are their pain points and challenges?
16. What are their buying habits?
17. What are their preferred brands and products?
18. What are their preferred price points?
19. What are their preferred shopping channels (online, in-store, etc.)?
20. What is their daily routine like?

## Pain Points:

Identify the pain points of your target audience. These are the problems or challenges they face that your product or service can solve.

- Problems/challenges faced by target audience

**Marketing Objectives:** Set specific, measurable marketing objectives that align with your overall business goals. These objectives should be achievable and realistic. Examples could include increasing website traffic, generating more leads, or increasing sales.

- Specific, measurable goals
- Aligned with overall business goals
- Achievable and realistic

**Marketing Strategy:** Outline your overall marketing strategy, including your unique selling proposition (USP), pricing strategy, distribution strategy, and promotional strategy. Be sure to include the specific tactics you will use to reach your target audience and achieve your marketing objectives.

- Unique selling proposition (USP)
- Pricing strategy
- Distribution strategy
- Promotional strategy
- Specific tactics to reach target audience

**Budget:** Provide a budget for your marketing plan, including expenses for advertising, promotions, and other marketing activities. Be specific and provide estimates for each line item.

- Advertising expenses
- Promotional expenses
- Other marketing expenses

**Conclusion:** Summarise your marketing plan and emphasise why it will be successful. Reiterate your goals and objectives and how you plan to achieve them.