Marketing Plan Template for New Business Owners





Your Marketing Plan Made Simple

Marketing adds value to a brand. It gets your product seen by turning your customers' heads in the right direction. If you start stocking a trumpet on your online store, and it doesn't have paid ads to promote it, does it make a noise?

The Marketing Mix, or The Four P's

Product

Price

(2) Marketing Objectives, Strategy & Tactics

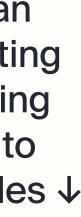
Marketing Objectives

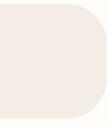
Strategy

Tactics

Like your business plan, a marketing plan acts as a north star, guiding your marketing strategy down the right path and shedding light on decisions you'd otherwise have to make in the dark. It involves two principles \downarrow

	Place	Promotion
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\rightarrow		What you want to ach
\rightarrow		How you'll achie
\rightarrow		The methods you'l







2

[Company Name] Marketing Plan

Target Customer

You can take this from your business plan. Who is your product or service aimed at helping? Having this in front of you while completing your marketing plan will help you make informed decisions about the strategy you use. You'll know where to go to get their attention.

The Marketing Mix

Product

What is the product or service you're offering?

Place

Where will the product be available? Online, remotely, or from a store. Will it be available from your own business premises or through a third-party, like a boutique or e-commerce site?

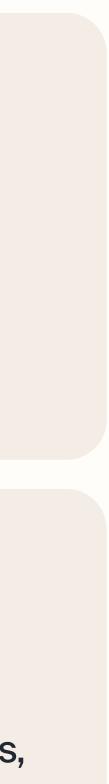
Price

What's the cost price and RRP of the product or service you're offering? What's the markup?

Promotion

How will you reach your customers? Through paid ads on social media, on your website, through brand partnerships, influencers, or word of mouth. When will you send your potential customers emails, and what content will you share with them?









Marketing Objectives, Strategy & Tactics

Objectives

What do you want to achieve?

Example

Increase customer reach.

Strategy

How will you achieve it?

Example

Increase social media following by 10% by June.

Schedule

Create a plan of action

	Week1		Week 2		Week 3		Week 4	
Platform	Paid Ads	Instagram	Facebook	TikTok	Paid Ads	Instagram	Facebook	TikTok
Date								
Image / Content								
Caption								

Tactics

What methods will you use?

Example

- 1. Increase posting cadence to 4 times a week
- 2. Comment on likeminded pages and potential customer pages





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