

# 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?

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 ↓

## ① The Marketing Mix, or The Four P's



## ② Marketing Objectives, Strategy & Tactics

Marketing Objectives	→	What you want to achieve
Strategy	→	How you'll achieve it
Tactics	→	The methods you'll use

# [Company Name] Marketing Plan

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## 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?

### Price

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

### 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?

### 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

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## 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.*

## 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*

## Schedule

Create a plan of action

	Week 1		Week 2		Week 3		Week 4	
Platform	Paid Ads	Instagram	Facebook	TikTok	Paid Ads	Instagram	Facebook	TikTok
Date								
Image / Content								
Caption								



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