

MARKETING PLAN

Store Name

Add the name of who's writing this
Email address (or other contact info)



Our Marketing Objective

This is where you briefly talk about your mission with this plan. What's the point? Write it out right here and prep your readers for the greatness ahead.

What's in the plan?

1. Plan Objective

- Company Information
- Mission Statement
- The Team
- Initiatives Summary
 - Priorities, goals, metrics

2. Target Market

- Industry/Niche Definition
- Data Collection, Organization
- Buyer Persona(s)

3. Budget

- Set a Budget
- Allocation

4. SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

5. Competitive Analysis

- Product
- Website
- Sales Pitch
- Social Media Presence
- Customer Experience

6. Competitive Advantage

- Unique Selling Proposition

7. Marketing Content Strategies

- Content Types
- Channels of Communication

8. Marketing Plan Goals

- Goal Setting
 - Measuring Success

Plan Objective

[Company Name]

Tell folks about your store. What it's called, where it's headquartered, how many people work there, and when it was founded are good basics to include here.

Mission Statement

What are the brand's values? Why does this store exist? This is where you lay out the brand's vision, mission, and values in a short and sweet sentence or two.

The Team

Give a brief intro of the people responsible for creating this plan and getting all this work done. For example, this is a great place to say something like, "The Brand Marketing team will be responsible for creating plan assets, and the Paid Media team will handle implementation." Delete or add team members below as needed.

[Team Member 1] is [company name]'s [job title]. In this plan, they'll be responsible for [brief description of roles.]

[Team Member 2] is [company name]'s [job title]. In this plan, they'll be responsible for [brief description of roles.]

[Team Member 3] is [company name]'s [job title]. In this plan, they'll be responsible for [brief description of roles.]

Initiatives Summary

Summarize what the rest of this ecommerce marketing plan maps out. Keep this synopsis simple since you're about to dig into the details. A few sentences mentioning things like:

- *Big rock initiatives*
- *Key goal(s) for this plan*
- *Metrics you're going to use*

Target Market

Brand Industry/Niche

[Store name] is a specialty online retailer in the [title] industry. Selling home goods? Decor? Kitchen utensils? Custom-made leather satchels? Define your industry here. After all, you're the expert!

Data Collection & Organization

What tools are you going to implement to collect and organize data? Google Analytics? Drip? Salesforce? Your ESP? Lay out the plan below.

Platform	Data Collected	Implementation
<i>Ex: Drip</i>	<i>Customer journey, clicks, orders, mktg engagement</i>	<i>Create automated mktg workflows, personalized emails</i>

Buyer Personas

Buyer Personas are like storybook characters you invent, except these characters represent the people who would ideally be your biggest, most loyal customers. Explore these personas below! Remember, you can create as many or as few personas as you see fit. Maybe you're going to target one type of customer, and only that one, and that's OK!

Persona #1

[Persona #1 Name] is XX years old, has X kids, and makes \$XXXXXX in a year. They spend their free time doing [hobby 1], [hobby 2], or [hobby 3]. They [own/rent] a [house/apartment/yurt], and they [make / don't make] the purchase decisions. Our company solves X,Y, and Z problems in their life.

Persona #2

[Persona #2 Name] is XX years old, has X kids, and makes \$XXXXXX in a year. They spend their free time doing [hobby 1], [hobby 2], or [hobby 3]. They [own/rent] a [house/apartment/yurt], and they [make / don't make] the purchase decisions. Our company solves X,Y, and Z problems in their life.

Persona #3

[Persona #3 Name] is XX years old, has X kids, and makes \$XXXXXX in a year. They spend their free time doing [hobby 1], [hobby 2], or [hobby 3]. They [own/rent] a [house/apartment/yurt], and they [make / don't make] the purchase decisions. Our company solves X,Y, and Z problems in their life.

Budget

When it comes to making your marketing budget, decide how much of your total revenue you can afford to put toward marketing efforts. If you're just getting started and bootstrapping the whole way, try and get by with the bare minimum and add on as you can! Avoid stretching your budget too thin, too fast.

Check which marketing tactics or tools you'd like to try below, do a little research, and put together an estimated cost to determine if all the tactics you're dreaming of are within your marketing budget.

- Events – Attending industry events, e.g., conferences, trade shows, etc.
- Events – Hosting your own industry event, e.g., conference, digital seminar, etc.
- Paid Media – Google Display Ads
- Social Media Ads – Facebook, Instagram, Twitter, etc.
- Traditional Media – Print, radio, television
- Digital Marketing Software – Email marketing, content planners, social media posting, etc.
- Other: _____

Tactic/Tool	Platform	Est. Cost
<i>Example: Social Posting</i>	<i>Hootsuite</i>	<i>\$30/month</i>
	TOTAL COST	\$

SWOT Analysis

SWOT stands for strengths, weaknesses, opportunities, and threats. Identifying these factors early on will help you develop a marketing plan that will use your strengths, capitalize on opportunities, and squelch weaknesses or threats to your mission.

Use this table to think about and name your brand’s SWOTs.

Strengths	Weaknesses	Opportunities	Threats
What is your brand particularly good at? What do your customers mention most?	What is something your brand could do better? What do customers pick on or complain about?	What is something forecasted for the future of your industry, and how can you get ahead of it?	What could happen that could disrupt this plan or your goals?
1.	1.	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.
4.	4.	4.	4.

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Competitive Analysis

Like a high school football coach poring over an upcoming competitor's game footage, peeping at your competitors is crucial for growth and innovation in your marketing plan. This is where you'll examine who else is in your niche (and how you can make better marketing).

Sample Competitor: Hap's Hammers

Product: *Hap's Hammers sells hammers of every variety.*

Website: *hapshammers.com, sells direct to consumer from website.*

Sales Pitch: *Hap's pushes sales like BOGO deals and seasonal specials. There's always a sale or gimmick happening at Hap's.*

Social Media Presence: *Hap's has a Facebook page that hasn't been updated since 2008. The page has 62 followers.*

Customer Experience: *There's not a lot to do on Hap's site beside shopping. There's no blog to offer insight, no email subscription option, and no reviews to help inform my decision.*

Competitor 1:

Product:

Website:

Sales Pitch:

Social Media Presence:

Customer Experience:

Competitor 2:

Product:

Website:

Sales Pitch:

Social Media Presence:

Customer Experience:

Competitor 3:

Product:

Website:

Sales Pitch:

Social Media Presence:

Customer Experience:

Competitive Advantage

Now that you've looked closer at your competitors, determine what your brand's unique selling proposition (USP) is. What does your company do better than the rest? How can your brand stand apart in the minds of customers? Jot down some ideas and formulate your company's USP here.

[Company Name]’s USP:

Marketing Content Strategies

Your marketing plan needs a vessel in which to reach your target personas. After all, you can have all of these ambitious ideas to grow, but no growth will happen if nobody ever gets your message. You’ve mapped out what your competition is up to, what your USP is, and what you can afford to spend on marketing. Let’s piece it all together and create your content strategy for the year ahead.

Content Types

Example: Email newsletter, weekly

1. _____
2. _____
3. _____
4. _____

Channels of Communication

Content Type Channel Example: Email Newsletter

Audience: Everyone who subscribes!

Channel: Email

Purpose: Build brand affinity, inform customers, drive sales with promos

Content Type #1:

Audience:

Channel:

Purpose:

Content Type #2:

Audience:

Channel:

Purpose:

Content Type #3:

Audience:

Channel:

Purpose:

Content Type #4:

Audience:

Channel:

Purpose:

Marketing Plan Goals

Goals are the entire point of making a plan in the first place, right? You've done a lot of talking and thinking about your goals, but this section is where you'll write them down so you can come back, look at 'em, and make sure you're still doing what you set out to do while this plan is being executed.

Sample Goal: Increase brand awareness

Description: *As a new company, I want more people to know our name, what we make, and what we stand for.*

How you'll measure success: *Social media follows and shares, blog readership +10%*

Goal 1: _____

Description:

How you'll measure success:

Goal 2: _____

Description:

How you'll measure success:

Goal 3: _____

Description:

How you'll measure success: