

# Marketing Plan

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## **I. Executive Summary**

This is a short summary of your marketing plan. This should give a big-picture overview of your plan. Generally, this is about a paragraph or two, but it can be longer.

## **II. Mission Statement**

The mission statement should highlight your product or service, the purpose it serves, and what drives your business.

## **III. Marketing Objectives**

Here you will outline your marketing goals which should cover both financial and non-financial objectives. Ensure that your goals are specific.

## **IV. Situational & SWOT Analysis**

A situational analysis focuses on your business environment. The SWOT analysis looks at your strengths and weaknesses as well as opportunities and threats. These two analyses complement one another and give provide insight into your company's position.

## **V. Market Research**

In this section, you'll take a closer look at the market you'll be operating in. This can include the size of the market, prospective growth, trends, and your target audience. Sources and data should be provided to support your claims and conclusions.

## **VI. Marketing Strategy**

This part of your marketing plan will lay out the specifics of your strategy. This can include what channels you plan to use to market your product or service, what types of content you plan to produce, and more.

## **VII. Budget**

Here you will define your total marketing budget as well as how it will be allocated to each individual initiative. This should be as detailed as possible.