



## ONE-PAGE MARKETING PLAN

YOUR BUSINESS NAME: \_\_\_\_\_ ANNUAL MARKETING BUDGET: \_\_\_\_\_

WHAT PRODUCT OR SERVICE DO YOU OFFER? \_\_\_\_\_

DESCRIBE YOUR IDEAL CUSTOMERS (sex, age, lifestyle, business or consumer, etc.) (This is your Target Market) \_\_\_\_\_

YOUR BUSINESS' STRENGTHS: \_\_\_\_\_

YOUR BUSINESS' WEAKNESSES: \_\_\_\_\_

TOP THREE COMPETITORS: 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_

WHAT DOES YOUR BUSINESS DO BETTER THAN THEM (This is your Opportunity or Competitive Advantage) \_\_\_\_\_

WHAT ARE THE TRENDS IN YOUR INDUSTRY? \_\_\_\_\_

NAME THREE MARKETING GOALS (Specific and measurable such as Increase sales \_\_\_% , Increase # of customers \_\_\_% , etc.)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

STRATEGIES YOU CAN IMPLEMENT TO ATTAIN THESE GOALS: \_\_\_\_\_

QUARTERLY PLANNING (What will you do each quarter to help you reach your goals?)

QTR 1: \_\_\_\_\_

QTR 2: \_\_\_\_\_

QTR 3: \_\_\_\_\_

QTR 4: \_\_\_\_\_