

Marketing Plan Template

Challenge/opportunity	Describe the current situation surrounding the challenge you are facing or the opportunity you are trying to capitalize on.
SMART objectives	What are you trying to accomplish? Make the objectives as Specific, Measurable, Attainable, Realistic and Time-bound as possible. Outputs and outcomes.
Target audience	Who is the plan intended to reach? Provide population size, demographics, geographic and psychographic detail as possible.



One thing	What is the one thing you want people to know? This shouldn't be a statement that has "and" or commas.
Key messages, proof points	What are the key messages? Primary message (could be the One Thing,) secondary message and support or proof points (reasons to believe.)



What's in it for me?	Why should they care?
Call to action	What do we want them to do? Where to they go for more information?
Success metrics	How will success be tracked and measured?
Things to consider	What input or information should be kept in mind as this project is executed? This is also a good place to include things you don't want and to give context to the assignment.



Project deadline	When does the project need to be completed? What are the key milestone dates to be aware of?
Approval process	Who needs to review and approve the plan and tactics?
Budget	What is the budget for this project? Who is paying for it?

