

's Marketing Plan

Prepared Date:

COMPANY VISION/PURPOSE

Why are you in business? What the world looks like if you succeed.

Examples: Microsoft's was "a computer on every desk and in every home"; Zembr's purpose is "to help entrepreneur's succeed."

COMPANY MISSION

How you will bring your vision to life. *Examples: Microsoft's was "to make computers smaller and more affordable"; Zembr fulfils its purpose/vision by "providing the virtual team to grow your business".*

TARGET CUSTOMERS/MARKET

Who are the people that will buy your vision? Keep it simple. Look at demographics, geographics, what they like to do, where they hang out, etc. If you're struggling just think about your very best customers and tell us about them.

COMPETITION

Choose 3 to 5 of your top competitors. Do a quick google/social search and note down their selling proposition and what makes you different.

Competitor:	Competitor:	Competitor:
Selling Proposition:	Selling Proposition:	Selling Proposition:
What We Do Different/Better:	What We Do Different/Better:	What We Do Different/Better:

BUSINESS GOALS & PLANS

Be ambitious, but keep it realistic. What is your overall business goal for the next 10 years? *If you need more help breaking this down, we usually attack it as a '3 Year Picture' - what does success look like in 3 years; then a '1 Year Plan' - what will you need to do to get there in the next year?; and then break it down to the priorities for this quarter to keep you on track for your 1 year plan.*

GOALS:

STRATEGIES & TACTICS

Break down your plans or goals you made above into actionable steps.

Strategy 1:

Tactic:

Tactic:

Tactic:

Strategy 2:

Tactic:

Tactic:

Tactic:

Strategy 3:

Tactic:

Tactic:

Tactic:

BUDGET

Do a few sums here to ensure you can cover the cost of your proposed strategies and tactics for the year. Be aware of hidden costs such as staff time, software and more.

PRIORITIES & TIMELINES

Let's get realistic! What are you going to tackle first? What's on the priority list for this quarter? Take a look at your goals, and the strategies you are going to use to get there and decide what you can accomplish this quarter/year. If you're a larger team, assign responsibility for different tasks to team members. Map tasks out into a calendar. Bonus points for setting reminders to keep you moving in the right direction.

Jan	Feb	Mar	Apr
May	Jun	Jul	Aug
Sep	Oct	Nov	Dec

EVALUATION

What does success look like? Pick a handful of KPIs that will tell you what's working. Some marketing numbers we track at Zembr include: number of incoming leads, email marketing open rate and number of LinkedIn posts per week.