

Marketing Plan Template

Digital Resource or Print Out

**11 Templates included
for a Marketing Plan**

**Google Sheets or
easily converts to
PowerPoint**

**Perfect for
Entrepreneurship,
Marketing, &
SEM Class!**

**Also includes a
Teacher's Instructional
PowerPoint**

NO PREP!



BUSINESS EDUCATION WITH *Denise Leigh*

What is a Marketing Plan?
Your marketing plan will be the roadmap you follow to get unlimited customers and dramatically improve the success of your organization.

Why prepare a marketing plan?

- Identify your target market
- Identify how you will reach your target market
- Identify how you will retain your customers so they repeatedly buy from you.

Competitor Analysis
Who is your competition? Competitor Analysis identifies who the competitors are and how close they are to your business. Having a strong unique selling proposition (USP) is of critical importance as it distinguishes your company from competitors.

Steps in a Marketing Plan

1. Competitor Analysis
2. Identify Target Market
3. Unique Selling Proposition
4. Pricing and Positioning Strategy
5. Promotions Strategy
6. Your Offers
7. Executive Summary

Target Market
This section describes the customers you are targeting. It defines their demographic profile (e.g., age, gender), psychographic profile (e.g., their interests) and their precise wants and needs as they relate to the products and/or services you offer.

Pricing and Positioning Strategy
Your pricing and positioning strategy must be aligned. For example, if you want your company to be known as the premier brand in your industry, having too low a price might dissuade customers from purchasing.

Promotions Strategy
The promotions section is one of the most important sections of your marketing plan and details how you will reach new customers. There are numerous promotional tactics, such as television ads, trade show marketing, press releases, online advertising, and event marketing.

ADVERTISING

- INTERNET
- TELEVISION
- RADIO
- PRINT
- NEWSPAPER
- BILLBOARD
- MAGAZINE

List 3 to 5 ways that you could advertise to reach your target audience!

Your Offers
Offers are special deals you put together to secure more new customers and drive past customers back to you. Offers may include free trials, money-back guarantees, packages (e.g., combining different products and/or services) and discount offers.

ONLY THIS WEEK SPECIAL OFFER

Executive Summary
This is your chance to tell...the name of your business, organizational structure, tell what you do, and how your business is different.

Executive Summary
Complete your Executive Summary last, and, as the name implies, this section merely summarizes each of the other sections of your marketing plan. Your Executive Summary will be helpful in giving yourself and other constituents (e.g., employees, advisors, etc.) an overview of your plan.

The four P's of marketing is a quick analysis to analyze your 4 main marketing components. Also known as the Marketing Mix, it is a well known and often practiced way to assess product and business position.

Marketing Mix

- Product**: What are you selling?
- Price**: What will be your pricing position?
- Promotion**: How will you reach your audience?
- Place**: Where will you sell your product or service? How will people "find" your product?

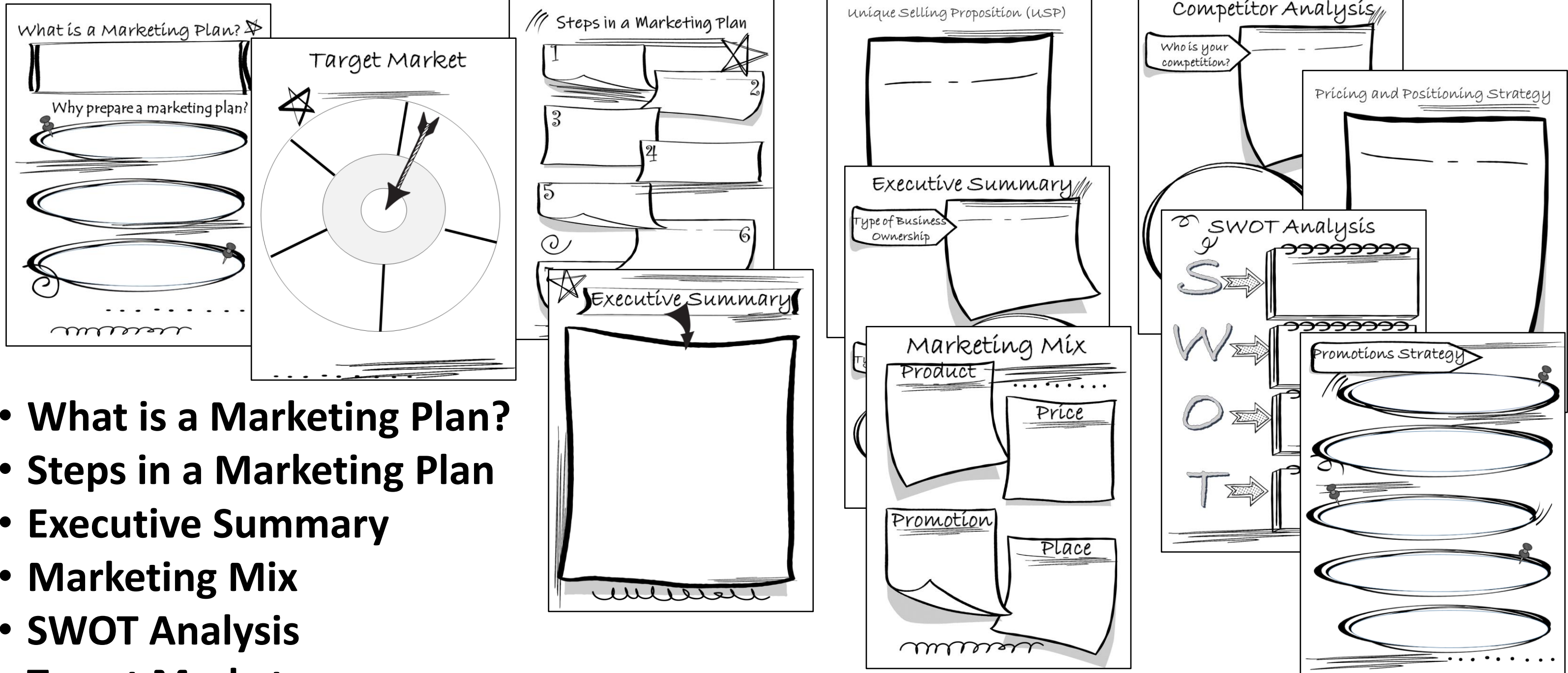
SWOT Analysis

SWOT Analysis is a tool used to evaluate a business's internal and external strengths and weaknesses. It is a key component of strategic planning.

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	Strengths (S)	Weaknesses (W)
External origin (attributes of the environment)	Opportunities (O)	Threats (T)

Includes an Instructional PowerPoint for the Teacher

11 Fillable Graphic Organizers



- What is a Marketing Plan?
- Steps in a Marketing Plan
- Executive Summary
- Marketing Mix
- SWOT Analysis
- Target Market
- Competitor Analysis
- Pricing and Positioning
- Unique Selling Position
- Offers

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or Print Out**

Teacher Testimonials



My students selected a local business and used this resource to analyze that businesses current marketing strategies and create a marketing plan.



I love anything Denise sells in her TPT store. This was organized fantastically and really helped my visual learners.

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

