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# Basic marketing plan template word

A marketing plan template in Microsoft Word format to make planning a breeze. Simply open it up and fill out each section of the outline to develop your plan. Maybe you're not sure where to start. Maybe you're looking at a blank page. Or maybe you just want to be sure you haven't left something really important out of your plan. I previously posted an easy marketing plan PowerPoint template on this blog. Designed for an executive-level audience, it's purposely under 15 slides to keep the presentation tight. That template assumes you've done a bit of homework first. But not everyone is that far along, and I received a few requests to provide perspective regarding what goes into a full marketing plan. Does your desk look like this? If you need a list of the pieces and parts needed for a complete plan, this post is for you. In it you'll find an outline as well as a downloadable Word template to make planning easier. **MARKETING PLAN OUTLINE** Here's an outline of sections included in the Word template: Marketing Plan Executive Summary Situation Analysis Market Summary Core Discipline/Offering Competition Technology SWOT Analysis Keys to Success Critical Issues Marketing Strategy Target Market Segments (Audience/Person) Brand Positioning Marketing Mix (Price, Product, Place, Promotion) Marketing Research Financials Sales Forecast Expense Forecast Some of the sections include a brief explanation or prompts. Other sections are hopefully more obvious. If all you need is a checklist of what to create, the above list may suffice. But if you'd like to be one step closer to done, you can download and fill in the Word template below. You might also like: If you found this article helpful, use the buttons at the top of the page to share this post. You can also subscribe to receive blog and article updates. Kevin Namaky is CEO at the Gurulocity Brand Management Institute, a marketing education company that trains and consults for notable brand teams including Kimberly-Clark, Scotts Miracle-Gro, Bolthouse Farms and Gorilla Brands. Kevin is a featured instructor for the American Marketing Association, lectures at the IU Kelley School of business, and has been featured in Ad Age, Forbes, Fast Company and the CMO Council. Previously Kevin worked for 20 years in the corporate and agency world growing notable brands. Follow Kevin on LinkedIn. Financial security is one of the most common life goals around the world. It's the reason why people save, scrimp and budget their money. But sometimes, they fall behind on their efforts. Whether it's due to a drastic setback or a series of small stumbles, you might find that you're not where you want to be in terms of handling money. While this can be frustrating, it doesn't have to be the end of the world. You can learn to create a financial plan from the bottom up and work toward a more financially sound future. Start by Setting Goals Most people work better when they have something to work toward. Give yourself both short-term and long-term savings goals to serve as motivators. Use a financial plan template to get started if you're unsure where to begin. Do you want to retire on time? Take a big trip in two years? Pay off your student debts before you get married? Your individual initiatives will be personal to you, but make sure they follow the S.M.A.R.T guidelines. This means they should be specific, measurable, actionable, realistic and timely. Create a Budget Next, you need to understand exactly where your money is going every month. You don't need to use elaborate software to get organized, but try to use a simple financial-planning worksheet to track your income and expenses. Most financial experts recommend following a 50/30/20 budgeting rule. Put simply, this means that 50 percent of your income should go directly toward recurring, time-sensitive needs, including your mortgage, car payment, transportation and similar bills that you pay on a regular basis. From there, you should allocate 30 percent as "fun money" to be used for dining out, subscriptions, entertainment and the like. The remaining 20 percent you'll apply toward saving for the future and paying down debts. Participate in Your 401(k) Does your employer offer a matching 401(k) program? If so, make sure you're taking advantage of it. A main objective of financial planning is to create patterns that allow you to enjoy life away from a full-time career when the time comes. Yes, such a program will affect how much money you have to take home at the end of every month. Yet, the principle of "If you don't see it, you won't miss it" usually applies. It's wise to plan ahead for your retirement and set aside some money now, even if you're decades away from your golden years. Create an Emergency Fund Even if you're barely scraping by, it's important to set aside a little money each month in an emergency fund. Aim to eventually save one month's worth of living expenses so that in the event that an emergency occurs and you no longer have a steady stream of income, you won't go bankrupt. Over time, increase your fund to six month's worth of living expenses if possible. If you need to use your emergency fund, work on building it back up once you have an income stream again. At the same time, work to build up your good credit or reverse any bad credit you have. This can help you receive better interest rates on loans, skip certain security deposits and provide financial freedom. Pay Down Your Riskiest Debt The reality is that some debts are riskier and more harmful than others. The most toxic types are those with the highest interest rates, including credit cards, payday loans and similar debts. Seek to pay these down as quickly as possible so they don't keep working against you. Over time, as you pay down your debts and work toward a more lucrative and comfortable future, you'll find that saving becomes second nature. Seek out free financial planning advice from your local library or community center if you need more guidance. When you make it a practice to keep a close eye on your income and find way to cut wherever possible, you might be surprised at how quickly even the most dire financial circumstance can be reversed. **MORE FROM ASKMONEY.COM** One activity where a plan can be used is marketing. Nowadays, companies rely on marketing efforts to ensure that they remain visible, profitable, sustainable and relevant. You can see a number of simple marketing plan templates listed below that can be used as references in the development of your own marketing plan. **General Marketing Plan Sample**DetailsFile FormatSize: A4, USDownload**Music Marketing Plan Template**DetailsFile FormatSize: A4, USDownload**Sample Annual Marketing Plan Template**DetailsFile FormatSize: A4, USDownload**Planning ahead of time** is an indication that your team or your business is well-prepared. This goes not only in a business environment but at academic institutions and within the bounds of other entities as well. Having a concrete plan is always a good idea as it can help you execute work processes with ease.**Bakery Marketing Plan Template**DetailsFile FormatSize: A4, USDownload**Cafe or Coffee Shop Marketing Sample Plan Template**DetailsFile FormatSize: A4, USDownload**Game or Game Studio Marketing Plan Template**DetailsFile FormatSize: A4, USDownload**Law Firm Marketing Plan Sample**DetailsFile FormatSize: A4, USDownload**Sample Content Marketing Plan Template**DetailsFile FormatSize: A4, USDownload**Sample Retail Marketing Plan Template**DetailsFile FormatSize: A4, USDownload**Integrated Marketing Communications Plan**DetailsFile FormatSize: A4, USDownload**Mix Marketing Plan Template**DetailsFile FormatSize: A4, USDownload**Marketing Work Plan Template**DetailsFile FormatSize: A4, USDownload**Budget Marketing Plan Template**DetailsFile FormatSize: A4, USDownload**Funnel Marketing Plan Template**DetailsFile FormatSize: A4, USDownload**Cover Page Marketing Plan Template**DetailsFile FormatSize: A4, USDownload**Simple Marketing Plan for Hypothetical Company**DetailsFile FormatSize: 192 KBDownload**Business Marketing Plan Template**DetailsFile FormatSize: 60 KBDownload**Simple and Detailed Marketing Plan Template**DetailsFile FormatSize: 77 KBDownload**Clothing Sample Marketing Plan Template**DetailsFile FormatSize: 99 KBDownload**Auto Repair Sample Marketing Plan Template**DetailsFile FormatSize: 115 KBDownload**Simplified Strategic Marketing Plan Template**DetailsFile FormatSize: 102 KBDownload**Printable Strategic Marketing Plan**DetailsFile FormatSize: 449 KBDownload**Editable Strategic Marketing Plan Template**DetailsFile FormatSize: 14 KBDownload**Digital Marketing Plan Template**DetailsFile FormatSize: 3 MBDownload**Why Do You Need a Marketing Plan?**Businesses create a marketing plan for particular reasons. Some need this document to align the requirements of the management with the demands of the market while some use the final plan to guide the marketing team when implementing particular marketing activities.Hence, one of the first things that you need to think of when making a marketing plan is the reason on why you have to create one. To guide and help you with regards this matter, here are some of the reasons why you need a marketing plan:A marketing plan can put together all the ideas and relevant suggestions of different team members: You need to work with different entities so you can come up with a strong and realistic marketing plan. This can be hard as everyone is entitled to their own opinions of what is good for the business and its marketing needs. Having a marketing plan can help your company put these ideas together leading to a thorough and dynamic agreement of the activities that must be done in a timely manner.A marketing plan can narrow down the set of activities that are needed to be done by the business in relation to its marketing goals and objectives: A marketing plan will be nothing if it cannot provide the needs of the business. As an example, you cannot just think of a marketing plan for marketing visibility purposes if what the business needs is to grow or improve its sales. Creating a marketing plan can impact all your marketing activities which can help the entire team focus on why it is essential for the plan's content to materialize and be realized.A marketing plan can help you allocate your resources and efforts accordingly: Think of a marketing plan as a guide or a structured instructional material. Aside from providing you all the information that you need for your marketing activities, this document can also help you identify the things that you need to do with precision so you can get the results that you would like to have. Through this, you can veer away from wasting time, efforts, workforce usage, finances, and other resources.A marketing plan can provide a structure on how you will execute your plans of actions and strategies: As we have mentioned above, a marketing plan serves as your guide once you are already prepared to execute your action plan. Hence, it is important for you to have this marketing document as it can lead your team and your business to potential successes. Being able to organize your strategies and the ways on how you will execute them can greatly impact the efficiency of the team that will work for the undertaking.A marketing plan can allow your marketing team to be prepared when it is already time to implement your desired marketing activities: Not all businesses use marketing plans; which result to different levels of successes and failures. Even if you can still execute marketing activities without a planning document, it will still be easier and faster for you to come up with back-ups and continuity action plans if you have a marketing plan.Marketing plans play an important part in business and in many companies specifically on how marketing goals can be planned, implemented and achieved. To learn more about different marketing plans and other plans in general, you can check out related articles on our website. To name a few are Event Marketing Plan Template, Strategic Marketing Plan Template, and Marketing Strategy vs. Marketing Plan.Factors to Consider When Making a Marketing PlanNot all marketing plans work in a similar level. Some contribute to the successful implementation of marketing strategies and tactics, while some can even be the cause of marketing failures. This depends on the brainstorming processes that the marketing team has considered as well as the ways on how the elements of the marketing plan has been plotted or put together.For you to come up with a comprehensive, detailed, and organized marketing plan; you have to know the things that can affect the full potential of the plan's execution. A few of the factors that are essential to be considered when creating a marketing plan include the following:A direct specification of what the marketing plan can contribute to the businessA well-formulated timeline that can define the deadlines, time frames, and duration of marketing projectsA brief description of the marketing plan's purpose and goalsA set of action plans aligned with the business objective at handA list of the resources of the business that can be of help in making the marketing plan's content a realityA thorough discussion of the requirements of the marketing planHow to Create a Simple Yet Powerful Marketing PlanA basic process that you can follow if you want to start the creation of your marketing plan is presented below.Look into the current marketing plan of the business or the previous ones used over the past operational years.Know the items that you would like to develop, change, or totally remove.Have a draft of the items that you would like to discuss or create an outline of your marketing plan presentation flow.Browse through a selection of marketing plan templates so you can format your own document with ease.List the specifics or basics of your marketing plan.Develop a layout and discussion format that can separate the segments of the marketing plan from one another.Put the content of the marketing plan in the template that you have selected.Allow your team to review the marketing plan so you can gather recommendations, insights, and comments about the document.Finalize the marketing plan and create changes when necessary.These steps will surely help you create not only an effective marketing plan, but a powerful marketing plan that you and your entire marketing team can rely on. To further make the task easier and more convenient for you to do, you can make use of editable and printable sample templates offered on our website. Some useful examples you will surely find interesting are Marketing Plans in PDF, Content Marketing Plan Samples, and Sample Marketing Plan Template.Social Media Marketing Plan for CollegeDetailsFile FormatSize: 1 MBDownloadReal Estate Social Media Marketing PlanDetailsFile FormatSize: 10 MBDownloadAdvertising and Marketing Plan TemplateDetailsFile FormatSize: 7 KBDownloadSample City HVAC Business and Marketing PlanDetailsFile FormatSize: 365 KBDownloadSample Sales and Marketing Plan TemplateDetailsFile FormatSize: 309 KBDownloadBlank Strategic Sales and Marketing Plan TemplateDetailsFile FormatSize: 102 KBDownloadEditable Event Marketing Plan TemplateDetailsFile FormatSize: 15 KBDownloadSimple Event Marketing Plan Templatetourismwhitsundays.com.auDetailsFile FormatSize: 126 KBDownloadTips in Developing a Marketing PlanAre you in the midst of making a marketing plan? Do not worry or be intimidated by the things that you have to consider and know about. There are several guidelines that can help you develop an outstanding marketing plan within the time constraints that you are given with. Some of the tips that can make it easier, faster, and more efficient for you to create a marketing plan include the following:Make sure that you will first consult the management of the business and the entire marketing team before you create a marketing plan: It is not only the future marketing activities that matter but the current condition of the marketing efforts of the business as well. You have to be aware of the needs of the business when it comes to marketing so you can address particular issues, concerns, and problem areas.Ensure that the marketing plan that you will develop is realistic and measurable: Some companies can have impressive marketing plans especially if you will only look at these documents - it may be the format that they have created or the promise of the document's content. However, everything in paper will be nothing if it cannot be implemented. This is the main reason why you first have to think of the circumstances that you will go into before finalizing your marketing plan. You have to know if the business is ready to support your vision in terms of its financial aspect and other areas of concerns.Consider external and internal factors when creating your marketing plan: There are a lot of aspects that you have to be aware and knowledgeable of if you want your marketing plan to work in the best way possible. Aside from the internal factors that you need to consider, you also have to think of how the market will most likely respond to your marketing strategies. Other external factors that you must be aware of are trends, the activities of your competition, and the current demand for specific marketing activities within your desired market segment.Marketing a business is not an easy task. There are challenges, roadblocks, and unforeseen circumstances that will leave you no options but to recalibrate your initial action plans and strategies. Even if these items occur in any level or stage of your marketing planning, having a concrete yet resilient guide can help you adjust in any situation that you have to deal with.This is why a marketing plan is an important document that you must create if you want to come up with effective marketing efforts, processes, activities, and programs. Again, check out the examples that we have put together in this post prior to the development of the particular marketing plan that your business needs.We hope that you are able to lean about marketing plans in this article and use the sample templates provided to further your learning about the topic. Aside from marketing plan templates, we also have articles that cover other different types of plan including templates that are free for download. Some of the titles that you will surely find interesting are Operations Management Plan Templates, Advertising Agency Business Plan Templates, and Business Financial Plan Templates.



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