SMALL BUSINESS MARKETING PLAN TEMPLATE

MARKETING PLAN

COMPANY NAME

Street Address
City, State and Zip

webaddress.com

VERSION 0.0.0

00/00/0000

PREPARED BY	TITLE	DATE
EMAIL		PHONE
APPROVED BY	TITLE	DATE

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1. BUSINESS SUMMARY

1.1 OUR COMPANY

1.2 MISSION STATEMENT

1.3 VISION STATEMENT

2. THE CHALLENGE

2.1 PROBLEM

2.2 OPPORTUNITY

3. SITUATIONAL ANALYSIS

3.1 5C ANALYSIS

3.1.1 COMPANY

3.1.2 COLLABORATORS

3.1.3 CUSTOMERS

3.1.4 COMPETITORS

3.1.5 CLIMATE

3.2 SWOT ANALYSIS

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)

4. CORE CAPABILITIES

4.1 CAPABILITY ONE

4.2 CAPABILITY TWO

4.3 CAPABILITY THREE

5. MARKETING GOALS

5.1 SHORT-TERM GOALS AND ACTION PLAN

5.1.1 LEVERAGE EXISTING CUSTOMER BASE

5.2 LONG-TERM GOALS AND ACTION PLAN

5.2.1 BRAND AWARENESS / AUTHORITY

6. TARGET MARKET

6.1 DEMOGRAPHICS