Marketing plan

*This is where you keep information on all your current **advertising efforts**. Having all your marketing strategies and data in one place allows your marketing team to keep track of your progress and develop new campaign strategies as needed.*

Projects

*A brief overview of short-term and long-term marketing projects you are working on to reach your company **growth goals**.*

Project	Dates	Budget	Persons responsible	Goals	Metrics

Target Market

*Beyond the ideal customer profile you have above, you need to have a description of the entire **demographic** you want to attract. Write the most important characteristics of your target audience, such as gender and ethnic diversity, geographic location, and shopping habits.*

Messaging

*Your messaging strategy is how you **talk about yourself** as a brand to potential customers. The messages you convey (be they actual text or an emotion) are how you communicate directly with your customer and position yourself in their minds relative to your competitors.*

Message	Product promise	Customer Pain points	Product proof points

Value Proposition

A value proposition is a short statement that describes why a customer should choose you over a competitor company. It states the value that your product or service will bring the customer.

Your value proposition can be short and sweet—between 25 and 50 words.

Positioning

Your positioning statement describes how your product is perceived in the minds of your target audience in relation to other companies in the marketplace.

Short Positioning Statement

25-50 words

Detailed Positioning Statement

100 words or less

Target market

Include valuable information on the market you are addressing

Product description

Write a short description of your product

Short positioning statement

Write a short (~25 words) positioning statement

Detailed positioning statement

Write a detailed (100 words or less) positioning statement

Top-line message	Product promise	Customer pain	Product proof points

Programs

What projects are you going to launch to achieve your goals

Program	Owner	Dependencies	Dates	Notes

Budget

Program	Dates	Budget allocation	Details