



Marketing Plan

For

Executive Summary

Your mission statement should answer the following question:

- All the different products and services your team offers
- How long your company has been running
- An introduction to your marketing team
- The structure of your marketing team
- Any additional team members that your marketing team works with either instead the company or freelancers
- The mission statement of the business
- Your main marketing objectives and tactics

Mission Statement

Main Marketing Goal For This Year

Audience Persona

Who are they:

1. Where in the world are they located?

2. What do they do for a job? What position are they in?

3. What industry do they work in?

4. How old are they?

5. Goals or Challenges?

6. Values and fears?

7. What can our company or product do to help solve their problems?

What problems are they facing?

How does our product or company help solve those problems?

Channel Selection:

How to think about digital marketing in 2020

Your business needs to use multiple avenues to reach it's audience. Some people like to tune in through a search engine, others through social media, and some through YouTube and quick pics. Be sure to use a few approaches to maximize your impact.

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SEO Ranking	Facebook	LinkedIn	Instagram	YouTube	Pinterest	Snapchat	Twitter
Ads & Local Listings	Currently Posted	Currently Posted	Currently Posted	Scheduled to Post			
Google Ad #1	Web page	Web page	Short Article	Short Article			
Google Ad #2	Web page	Web page	Short Article	Short Article			
Google Ad #3	Long form article	Long form article	Short Article	Short Article			
Google Ad #4	Short Article	Short Article	Short Article	Short Article			
Local Listing #1	Website	Website	Website	Short Article			
Local Listing #2	Landing page	Landing page	Landing page	Short Article			
Local Listing #3	Long form article	Long form article	Long form article	Short Article			
Local Listing #4	Long form article	Long form article	Long form article	Post	Post	Post	Post

● Image ● Hashtag ● Search ● Video

The first thing you need to do is discover what worked before. Look back over the last few months and find out where you got the most engagement. You don't need to broadcast on every social media channel, but you need to use at least two.

Things every business needs:

A website - this provides social proof that you exist and are legitimate to begin with, and a great website converts traffic into sales.

A blog or portfolio - depending on the business this will be the main avenue where you will be able to build your authority.

Email list - email is the best conversion tool because people on your list have made the choice to be there and want to hear from you.

Social Channels:

- a.
- b.
- c.
- d.
- e.

Blog hosting platforms:

Email publishing platforms:

Website and landing page platforms:

Goals for each stage of the customer journey

You need a pitch and a Call to Action for each stage. ([See How To Pitch Cheatsheet](#)) What are they, do you have them written down? Do you know your closing ratios for each stage? Go back over your data from the previous year. If the closing ratios were low, did you stick to the pitch & CTA, how can they be improved.

Awareness:

Interest:

Evaluation:

Trial:

Adoption:

Loyalty:

Competitor Analysis

Competitor One:

Channels Utilized:

Voice and Tone:

Tactics:

Strength/Weakness/Opportunities/Threats

Competitor Two:

Channels Utilized:

Voice and Tone:

Tactics:

Strength/Weakness/Opportunities/Threats

Competitor Three:

Channels Utilized:

Voice and Tone:

Tactics:

Strength/Weakness/Opportunities/Threats

Competitor Four:

Channels Utilized:

Voice and Tone:

Tactics:

Strength/Weakness/Opportunities/Threats

Project Breakdown:

January

February

March

April

May

June

July

August

September

October

November

December

Budget:

Budget for social media:

Budget for email marketing:

Budget for website/blog:

Budget for video:

Budget for PPC:

Budget for display advertising:

Promotion Strategy

Look back and figure out what TYPE of content worked best. Written, podcasts, video, pictures, this is very audience dependent and channel dependent.

Content Types:

- a.
- b.
- c.
- d.
- e.

Promotional Templates

- 1.
- 2.
- 3.
- 4.
- 5.

Plan to track

How are you going to track your results this year so you can plan for the future? The following tools are commonly used, make sure use are using some of them or an equivalent:

Google analytics

Google Webmaster

CRM that has customer tags or pipeline statistics

Facebook Insights

Linkedin Audience analysis

Measuring Success

Goal One:

Metric to be measured:

Goal:

Goal Two:

Metric to be measured:

Goal:

Goal Three:

Metric to be measured:

Goal:

Goal Four:

Metric to be measured:

Goal:

Goal Five:

Metric to be measured:

Goal:

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This is template is meant as a starting point to get you headed in the right direction. If you would like a more robust marketing plan or a seasoned hand to make sure you crush your goals this year, contact bookable.online