

## Marketing Plan Template

### Product / Service overview and planning

Product/ Service		
Overview	A brief overview of the product/ service on offer.	
Revenue Share %	This product/ service makes up what % of your revenue?	%
Marketing Budget %	What % of your marketing budget would you like to assign to advertising this particular product /service?	%
Marketing Budget £	Monetary value of your marketing budget assigned to advertise this particular product/ service p/ year?	£
Target Audience	Demographics (age, gender etc.) Interests ( <i>eating out, general fitness</i> )	
Character Profile	Who is your ideal client, who does he/she spend his/her time with & what does he/she do in his/her spare time?  <i>Example: David is a 35 year old business owner, he is married with a 5 year old son, he enjoys playing football on a Tuesday night and loves to read. At the weekend he likes to eat out &amp; spend quality time with family.</i>	

## Route to market planning

Product/ Service		
Marketing Message	<p>What is your marketing message for each product/ service?</p> <p><i>Example: Grow your business by using our service.</i></p>	
Marketing Channel & Marketing Budget %	Google Ads 60%	
SMART GOAL	<i>Example: Reach a 400% ROAS by the end of the year</i>	
Marketing Channel & Marketing Budget %	Social Media: Facebook 30%	
SMART GOAL	<i>Example: Increase website traffic by 30% in 12 months</i>	
Marketing Channel & Marketing Budget %	Bing Ads 10%	
SMART GOAL	<i>Example: Achieve an average target CPA of £45 by the end of the year</i>	