

THINK ENTREPRENEURSHIP 2024



Marketing Plan Outline

Marketing connects you with your customers.

Once you've completed your business plan, you can use that information to help build your marketing plan.

1. Introduction:

- Brief overview of your business
- Explanation of why marketing is crucial for attracting customers and generating sales

2. Situation Analysis:

- Description of your business, products and/or services (Description of the products or services offered by the business, pricing strategy, and rationale)
- Problem being solved, and the solution being offered by your business
- Definition of target market
- Identification of competitors (Other businesses and why they are competition)

3. Target Audience:

- Definition of the target audience (Fellow students, teachers, parents, local community, age, interests, needs, preferences)
- Understanding of their preferences, behaviors, and communication channels

4. Message:

- What are the benefits of your product or service?
- What is the key information your customer needs to know about your product or service?

5. Marketing Objectives:

- Specific, achievable goals for the marketing efforts (Ex.: Increase awareness of the business among students by X%, generate X sales per week, establish a strong brand presence on social media)

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6. Tactics and Action Plan:

- Detailed tactics and activities to achieve each objective above (How are you going to achieve the objectives above? (Ex.: Social media marketing, word-of-mouth marketing, local events and partnerships, guerrilla marketing tactics)
- Assignments of responsibilities to individuals or groups
- Timeline for each tactic

7. Marketing Tools:

- Description of the specific channels or platforms you're going to use to reach the target audience (Ex.: Social media platforms (Instagram, Snapchat), school bulletin boards, flyers, local newspapers, community events)

9. Measurement and Evaluation:

- Key metrics to track the success of marketing efforts (sales, website traffic, social media engagement)
- Tools and methods for collecting data
- Schedule for reviewing results and making adjustments

10. Budget:

- Estimation of costs associated with marketing activities
- Consideration of free, low-cost, or earned media opportunities
- Suggestions for fundraising or cost-saving strategies

11. Implementation Schedule:

- Timeline for executing each aspect of the marketing plan
- Deadlines for completing tasks and activities