



Small Business Marketing Plan

Section	Description	Enter Details Here	
Business Name and Purpose	<i>Enter business name and the problem statement of what your business solves</i>		
Marketing Goal	<i>Define short-term and long-term marketing goals for your small business. List what you want to achieve with your marketing plan</i>		
Target Audience	<i>Identify the key consumers for your product or service. Define specific niche you will be targeting for your marketing efforts</i>		
Marketing Channels <i>Check the relevant channels you want to use for marketing your small business. Write your approach for each channel you will use for your marketing</i>	Website & SEO	<i>Ensure your website illustrates your product or service offering, how it solves your customer's pain points, the customer base you specialize in and an About page which talks why you do what you do is critical to the success of your business. Include keywords that you want your site to rank for</i>	
	Content Creation	<i>Do SEO research and find topics to write blogs on. Create blogging calendar and publish at least 1 blog every 2 weeks</i>	

<p>Google Business Page</p>	<p><i>Set up your Google Business page and include as many details for your business as possible</i></p>	
<p><u>Social Media channels such as:</u> Facebook Instagram Twitter Pinterest Linked In You Tube Tik Tok</p>	<p><i>Ensure accounts are set up on Social Media channels where your audience visit. Start publishing posts regularly</i></p>	
<p>Forums / Groups</p>	<p><i>Forums such as Reddit, Quora, Facebook groups are popular options. Becoming part of the forums where your target audience visit and engaging with the audience</i></p>	
<p>Email Marketing</p>	<p><i>Collect email subscribers. Set up an email marketing account on any of the email marketing platforms to send newsletters and email marketing campaigns</i></p>	
<p>Print Marketing</p>	<p><i>Identify means where you can reach your audience via printed media, such as magazines, brochures, business cards, banners, direct mail postcards, or catalogs.</i></p>	
<p>Influencer Marketing</p>	<p><i>Partner with influencers who have a large following on social media so they can promote your product or service by providing social proof</i></p>	

	<p>Events</p>	<p><i>Setting up booths trade shows, local markets, conferences, and seminars to showcase your products and services</i></p>	
	<p>Word of Mouth</p>	<p><i>Working within your network of freinds and family to promote your product or service. Promoting Referral & Loyalty programs</i></p>	
<p>Social Proof</p>		<p><i>Gather reviews on Google, Yelp and other social media platforms. Promote reviews via social media posts</i></p>	
<p>Timeline</p>		<p><i>Create visual schedule that outlines all marketing tasks and activities. This will help you identify dependencies and help avoid bottlenecks</i></p>	
<p>Budget</p>		<p><i>Detail how much money you will spend on marketing, and how the funds will be allocated. This is dependent on your company's financials</i></p>	
<p>Track Results</p>		<p><i>Detail what tools you will use to track results of your marketing effort to analyze what is working and what is not</i></p>	