

# MARKETING BUSINESS PLAN

Follow this roadmap to plan ahead  
and strategically build your business.



# BUSINESS OVERVIEW

COMPANY NAME	UNIQUE SELLING PROPOSITION	TEAM

## GOALS

Determine your goals for the upcoming quarter, six months or year. They can be based on revenue, number of customers or marketing initiatives.

GOAL	MEASUREMENT OF SUCCESS	BUDGET NEEDED	RESOURCES NEEDED	TIMELINE



# SWOT ANALYSIS

Take an overview of your strengths, weaknesses, opportunities and threats so you can properly market and plan for upcoming obstacles.

**STRENGTHS** | What do you do best? What makes you stand out from competitors?

**WEAKNESSES** | What needs improvement? What do competitors do that you can't?

**OPPORTUNITIES** | What could you offer that isn't in the promo marketplace yet, but would be beneficial to end-buyers? What could be a big differentiator for you?

**THREATS** | What is a risk that could impact your business? (This could be a threat to the overall marketplace, business as a whole or your individual business.)



## TARGET MARKET

Who is your ideal customer? The more you examine their demographics, the better you'll be at reaching your target market.

Age \_\_\_\_\_ Gender \_\_\_\_\_ Location \_\_\_\_\_

Behaviors \_\_\_\_\_

Pain Points \_\_\_\_\_

## COMPETITIVE ANALYSIS

Take a close look at what your competitors are doing that's successful. How do they market to their audience? Do they focus on specific markets or everyone? Also, look at what they do that is inefficient or doesn't serve the customer.

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## STRATEGY

What is the best way to reach your target audience? Jot down your ideas here.

DIRECT MAIL	INTERNET ADS	SOCIAL MEDIA POSTS	EMAIL CAMPAIGNS
BROADCAST ADVERTISING	COLD CALLING	PRODUCT BUNDLES	GIFT WITH PURCHASE
NETWORKING EVENTS (TRADE SHOWS, FUNDRAISERS)	FACE-TO-FACE MEETINGS		



# CUSTOMER CAMPAIGNS

Use this section to brainstorm some campaign ideas for current or prospective customers.

Customer: \_\_\_\_\_

Promotional Items: \_\_\_\_\_

Key Message: \_\_\_\_\_ Design Theme: \_\_\_\_\_

Timeline: \_\_\_\_\_ Budget: \_\_\_\_\_

Customer: \_\_\_\_\_

Promotional Items: \_\_\_\_\_

Key Message: \_\_\_\_\_ Design Theme: \_\_\_\_\_

Timeline: \_\_\_\_\_ Budget: \_\_\_\_\_

Customer: \_\_\_\_\_

Promotional Items: \_\_\_\_\_

Key Message: \_\_\_\_\_ Design Theme: \_\_\_\_\_

Timeline: \_\_\_\_\_ Budget: \_\_\_\_\_

Customer: \_\_\_\_\_

Promotional Items: \_\_\_\_\_

Key Message: \_\_\_\_\_ Design Theme: \_\_\_\_\_

Timeline: \_\_\_\_\_ Budget: \_\_\_\_\_

Customer: \_\_\_\_\_

Promotional Items: \_\_\_\_\_

Key Message: \_\_\_\_\_ Design Theme: \_\_\_\_\_

Timeline: \_\_\_\_\_ Budget: \_\_\_\_\_

# MARKETING

Print or save this calendar and use it to plan out your marketing, including social media posts, email marketing campaigns, holidays, trade show events and more.

## January 2022

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

National Mentoring Month

## February 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

Black History Month

## March 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Women's History Month

## April 2022

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Autism Acceptance Month

## May 2022

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Mental Health Awareness Month

## June 2022

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

LGBTQIA Pride Month

## July 2022

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

National Culinary Arts Month

## August 2022

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

National Wellness Month

## September 2022

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

National Literacy Month

## October 2022

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Breast Cancer Awareness Month

## November 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Diabetes Awareness Month

## December 2022

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

HIV/AIDS Awareness Month

# 2022 CALENDAR OF EVENTS

## January 2022

- 1 New Year's Day
- 17 Martin Luther King Jr. Day

## February 2022

- 2 Groundhog Day
- 14 Valentine's Day
- 21 Presidents' Day

## March 2022

- 17 St. Patrick's Day

## April 2022

- 2 Start of Ramadan
- 15 Tax Day
- 27 Administrative Professionals Day
- 22 Earth Day

## May 2022

- 5 Cinco de Mayo
- 8 Mother's Day
- 21 Armed Forces Day
- 30 Memorial Day

## June 2022

- 14 Flag Day
- 19 Father's Day

## July 2022

- 1 Canada Day
- 4 Independence Day
- 24 Parents' Day

## August 2022

- 19 National Aviation Day

## September 2022

- 5 Labor Day
- 11 Patriot Day

## October 2022

- 3 Child Health Day
- 9 Start of Fire Prevention Week
- 10 Indigenous Peoples' Day
- 16 Boss's Day

## November 2022

- 11 Veterans Day
- 24 Thanksgiving
- 25 Black Friday
- 28 Cyber Monday

## December 2021

- 18 First Day of Hanukkah
- 21 Shortest Day of the Year
- 25 Christmas Day
- 26 First day of Kwanzaa