



Advertising
Specialty
Institute®



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.

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 2023

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 2023

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 2023

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 2023

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 2023

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 2023

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 2023

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 2023

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 2023

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 2023

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 2023

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 2023

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

2023 CALENDAR OF EVENTS

January 2023

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

February 2023

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

March 2023

- 17 St. Patrick's Day
- 22 Start of Ramadan

April 2023

- 15 Tax Day
- 22 Earth Day
- 26 Administrative Professionals Day

May 2023

- 5 Cinco de Mayo
- 14 Mother's Day
- 24 Armed Forces Day
- 29 Memorial Day

June 2023

- 14 Flag Day
- 18 Father's Day

July 2023

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

August 2023

- 19 National Aviation Day

September 2023

- 4 Labor Day
- 11 Patriot Day

October 2023

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

November 2023

- 11 Veterans Day
- 23 Thanksgiving
- 24 Black Friday
- 27 Cyber Monday

December 2023

- 7 First Day of Hanukkah
- 21 Shortest Day of the Year
- 25 Christmas Day
- 26 First day of Kwanzaa
- 31 New Year's Eve

For more resources, visit go.asicentral.com/asiservices_resources.