

Easy marketing plan for small business owners

Your name:	Year:
Products, services:	
	Write a list of services and products you provide. Which of them do you want to focus on this year?
Mission:	
	Try to formulate in one sentence what you are doing and what is the point of it. Don't try to create a slogan, but express why you decided to do business, what you want to change in the world and what motivates you.
Vision:	
	How do you see your company in 3 to 5 years? What will be different? What services will you provide and to which customers? How much will you earn? How many hours a day will you work? Will you have employees? How will your business operate?
Main goal:	
	One plan = one main goal. The goal should be clearly specified, measurable, achievable, motivating and time-bound. It is best expressed in monetary terms, i.e. as a profit or turnover.
Component goals:	
	You can supplement the main goal with other parameters that will help you achieve it (e.g. website traffic, number of telephone enquiries, order size). Even sub-goals must be measurable and time-bound.
Target group	
	Describe who should ideally buy your products and services and who you want to contact in your communications. Specify your target audience in detail. Is it men or women? How old are they? Where do they spend their holidays? Where do they go? Whose opinion is important to them? What do they need from you? What's bothering them? And what would they like? Your ideal client is never the company, but the person who works there.

Strengths:	Weaknesses:
Strengths are positive things you control. Factors that represent an advantage over the competition and allow you to gain a place on the market (e.g. qualified team, high market share ...).	Weaknesses are negative things you control. Points that help your competitors to gain customers. (E.g., unsavory taste of products, higher operating costs, business away from public transport ...)
Opportunities:	Threads:
Opportunities are positive and do not depend on you. List the external events and external influences that you expect and that can affect your business (such as an excise tax, new regulation, trade fair ...).	Threats are negative and do not depend on you. Write the phenomena which you do not cause, but which can affect your business (such as increases in VAT, cheaper competitors enter the market, lower purchasing power ...)
Strategies and tactics:	A strategy is a short sentence that describes the way you want to get to your goal. The strengths, weaknesses, opportunities, and threats specified above will help you (e.g. Adjusting the website to make it easier to search for specific keywords, increasing prices, working with journalists...). Break the strategy down into specific steps or tactics (e.g., reach out to existing customers with an offer in April, follow up with an SEO specialist in May, reach out to a well-known podcast author in June...).
Budget:	For each tactic, write down the amount of money you want to spend on it during the whole year. Sum up all the amounts in the end.
Checkup:	Determine how and how often you want to check the fulfillment of the plan (e.g. once a week go through the business results, check the website traffic on weekly basis...)