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Company annual plan template

A marketing plan is a document that describes high-level marketing goals and step-by-step strategy to achieve them. These marketing plans typically include sections such as buyer characters, a unique value proposition, and distribution channels. Marketing plans help companies in all industries make sure they have a way to achieve clear goals and measure marketing success. Both planning and implementing a small business marketing plan can be a long time. When time is limited, small business can turn to a full marketing agency like Hibu for help. Hibu specializes in marketing small businesses, helping build brand awareness and build a customer base for a starting fee starting at \$400, then \$100/month thereafter. Click here to get started with Hibu. Visit Hibu 4 Free Marketing Plan Templates A marketing plan template includes all critical sections of a marketing plan, with companies filling in specific information about their budget, goals, and strategies. This includes sections for the strengths and weaknesses of companies, target markets and costs. The following plans include all the basics of a marketing campaign, plus additional plans appropriate to different distribution channels. General marketing plan template For general marketing purposes, a company must use the following template as a starting point to assign strategy, goal, and delivery methods. Costs and target markets are also included. Social Media Marketing Plan Template A social media marketing plan includes the initial goal-setting steps of a general marketing plan, but focuses on shorter and more advanced content in media and distribution on social channels. Email Marketing Plan Template Email marketing includes unique campaigns as well as drip marketing and self-response. The content will be a key differentiator of this template, focused on copying and images longer. Blog Marketing Plan Template The success of a blog marketing plan depends on regular production of expert website content (short and long) in a regular cadence. This template will give marketers the opportunity to plot this content and track its success. Basic sections of a general marketing plan A marketing plan begins with general information about your marketing and the research around you, including your strengths, weaknesses, opportunities and threats (SWOT) analysis; its unique value proposition (such as its products and/or services stand out from the competition), and its objectives, and then folds into specialized distribution channels to target a specific type of or public. SWOT Analysis At SWOT (strengths, weaknesses, opportunities and threats) analysis determines what strengths and weaknesses can lead to opportunities when working towards your marketing goals. To collect relevant SWOT information, interview both your customer service team and your customers. Start by contacting your customer service department and collecting information about complaints and general comments. Overall, these indicate potential business weaknesses, as well as customer preferences for competing brands (threats to their business). Some questions you can ask your employees are: In your opinion, what are our company and product strengths? How can we improve them? What are the weaknesses of our products or the company? How can we eliminate them? Which competitors do you think offer the best products or services and why? How do you think we can improve our products or services to overshadow them? Similarly, use customer survey tools, such as Freshmarketer, to learn about your strengths, such as why customers prefer your products over competitors' products, and which products or services are most useful to them. Some questions you can ask your customers are: Why would you rather buy in our company? What problems solve our products or services for you? Which of our products or services are most useful to you? Which of the following companies did you buy? (List competitors.) What types of products or services have you purchased from them? (List product categories.) Why did you buy their products through ours? As you notice their strengths, weaknesses, opportunities and threats, document them in the previous template. Examine each of these to help determine your greatest opportunities – both to address weaknesses/elimination of threats and to double strengths. These will help you create specific goals later in your marketing plan. SWOT Marketing Plan Template Analysis Single Value Proposition (UVP) A unique value proposition (UVP) is a statement that defines what makes your company above competition in terms of resolving customer pain points. This should be a key component of all marketing campaigns and therefore must be written to target your customers, not simply as an internal goal. Use the swot analysis information and the following questions to help determine your UVP. To help you determine your UVP, answer the following questions: What makes our company as a whole better than the competition? What makes my company and its products and services better solve customers' pain points? What proof do we have that we are better able to meet the needs of customers? Using your answers to the above questions, create a two- to three-sentence statement that you can use for marketing purposes. For reference, below is Hibu's value proposition as it appears on its website. Make sure your customers are very familiar with your UVP, including in most, if not all, advertising and marketing materials. Hibu's Unique Proposition Buyer Personas A buyer is a profile you have created that encompasses all the characteristics of your ideal customer. It is based on research from your current profitable customers. Most companies have between three and five characters buyers, each of which highlights a different potential audience for their products/services. To create your buyer characters, review website analysis and customer data, then outline demographics, likely behavior, and motivations. Buyer Persona Research Most small and medium-sized enterprises benefit from three to five customer characters to make sure they are talking appropriately to all the interests and needs of customers. You can start researching your general buyer characters in your website's analytical audience report, and then answer the following questions. To learn more about the most popular analytics tool, read our guide in Google Analytics. You can also use customer relationship management (CRM) software or ask salespeople for a detailed customer list that addresses these questions. B2C Buyer Personas When describing an individual consumer buyer for business-to-consumer companies, they include features such as demographics, behavior patterns, and shopping motivations. These will frame a profile that you can use when creating effective marketing campaigns. Here are questions you need to ask to define your B2C buyer characters: Demographics: What are your age, gender, locations, educational origins, and income brackets for your ideal customer? Behavior patterns: how often does your ideal customer buy their products and what channels do they use to buy from you? Motivations: What are the pain points that drive customers to buy from you? What do they expect to achieve with their products or services? B2B Buyer Personas If your business sells to other companies, consider your professional motivations and characteristics, including your industries, individual experience, professional roles, pain points, company size, budget, and decision-making power. Here are the questions you have to answer to define your B2B buyer characters: Industry: If you serve various types of companies, in which industries do your target characters belong? Experience: What are your areas and levels of expertise? Professional roles: What qualifications/roles do they currently hold? Pain points: What kinds of problems do they deal with in their professional roles? Company size: Are they a uni show or do they have 10 or 50 employees? Budget: How much money do they have for your products or services? Power: What is your level of professional decision-making power? Who might have to convince you to do business with you on a long and short-term basis? After answering the questions above, enter your information in the appropriate boxes in the template. Each box is designed for a buyer; it is recommended to use all three, and label each person with a name for clear identification. Buyer Personas Template S.M.A.R.T. Goals Now is the time to compile your data to help you create of marketing. Based on the data you've collected - specifically, your strengths, opportunities, and buyer characters - create two to four specific, measurable, achievable, relevant and timeable goals (S.M.A.R.T.) that you want to achieve as a company over the next year. Make sure they are viable by responding to the then for each. Answer these questions. M.A.R.T to confirm that each goal is feasible and achievable: Is it specific? Use words that can be used to describe exactly what you'll get. Is it achievable? Describe how achievable it is, taking into account the resources, experience and general state of your business. Is it relevant? Does it make sense as to what your company has to offer and benefits your business in some way? How long do you expect the completion of the goal? Specifically, what dates or deadlines do you expect to achieve your goal? S.M.A.R.T. goal development is a critical part of creating a marketing plan because it will put concrete goals in place for your company to achieve. For more information about S.M.A.R.T.T.M goals, read our article on the best examples of S.M.A.R.T. targets for small businesses. Smart Goals Explained Distribution Channels Your distribution channels are platforms for publishing marketing content that helps you achieve your goals. The basic channels for small businesses are email, social media and blogging. Each has different use cases and is valuable for different types of content. Think about the next three to determine what best suits your goals, then plot the content to suit your chosen distribution channels. Research by Social Media Pew indicates that social media marketing reaches a large audience: 18 to 50 years old. And because social media is a means of organic exchange, it works best to help companies build brand awareness. Once awareness is built, companies can introduce buyers to other marketing channels, such as a blog or website. If you want to create brand awareness, consider video teaching, user-generated content, and educational posts. Pew Research Social Media Demographics Here are popular content types for social media marketing: teach videos: Teaching videos help you turn your strengths into something your target audience can incorporate into their lives to solve their own problems. They can also clarify erroneous concepts about your brand or help you showcase new product features. User-generated content: User-generated content – which shows how your products or services have already resolved buyer's issues – serves as a demonstration of what you can do for your followers. Educational sites: Educational sites allow you to showcase your industry experience and educate your follow-up on industry trends and developments. With the authority that comes from these ongoing sites, you can show how your products fit the new In general, their content on social networks should be aimed at educating potential customers about their products or services so that they can develop an interest in them. Once you are interested, you can push other platforms with more information about what it offers – including your website or blog. Email According to Hubspot, 73% of millennials prefer to receive commercial communications via email and 99% of consumers like to check their email daily. Because email marketing requires subscribers opta, the best is for companies that have already generated interest in your company among buyers and want to encourage a sale. For this reason, consider the types of email content they create that focus on raising leads, such as welcome emails, product updates, and drip campaigns. These are the most popular types of email content: Welcome emails: Welcome emails must be triggered once someone has subscribed to your email campaigns. To keep people enrolled, you must directly address why you signed up and what you can offer. For example, if you've signed up to receive a free ebook through a landing page on a website, you might send them the e-book link. Product updates: These emails share information about how your business improves your products or services and addresses weaknesses that people notice. Digital newsletter: If your visitors have signed up for your newsletter through your blog, you are likely to expect content from the blog in return. Send them their latest blog posts showing your brand's strengths or experience. Event invitation: If your goal is to increase store sales, an event invitation lets you bring email list subscribers to the store. But, these aren't the only kinds of invitations you can send. By inviting users to online webinars or question and answer sessions with staff experts, you can increase brand awareness and encourage sales. Co-marketing email: Co-marketing emails are email campaigns that you've associated with other brands to create and promote. These help you reach new audiences and thus increase brand awareness, leads, and/or sales by getting your content in front of customers in another company. Drip campaigns or lead development campaigns: Lead promotion or drip campaigns are usually a means of guiding users from an interested stage/sales cycle evaluation to a purchase. These campaigns help people understand why your business's products and services are higher than those on the market. If your marketing goal is to increase sales, this campaign type is appropriate. Seasonal campaigns: If your goal is to increase sales at specific times of the year, seasonal campaigns with unique, time-limited bids are a good choice. The urgency of these offers forces subscribers to take action and buy. Product recommendations / abandoned emails from the when customers enter their email during an online purchase process, you can use it to promote products related to those they've purchased. Similarly, if they started the purchase process, but haven't gone through making a purchase, you can remember them by email. This increases the likelihood of them returning to the site and completing the purchase process. In general, email marketing content should feed leads with welcome emails, promotions, and drip campaigns to raise product awareness and encourage a purchase. Done correctly, email marketing can bring leads from the awareness phase through the evaluation phase and to the purchase phase smoothly. Blog blogs are the best to share sharing content to showcase a company's experience or help customers explore products or services. 99Firms reports that 77% of Internet users read blogs regularly and 70% of consumers prefer to receive company information through a blog article rather than an ad. This makes blogging a critical component of any marketing plan. Consider producing blog content such as case studies, summaries, and thought leadership to achieve your goals. Here are the types of content that generally receive high engagement in company blogs: Case studies: Case studies show a particular instance of a company's product or service in use, and how that instance provided information about the value of the product/service to a potential customer. Consider talking to happy customers to see if they would be willing to help you with a case study to show an example of your product's success. Summaries: Roundups bring together experience from various sources on a single topic. For higher engagement, it's best to discuss content that hasn't been posted elsewhere. The summaries show a company's deep connection to the authorities in its industry, demonstrating its own authority by association. Thought Leadership: Thought leadership pieces are written by industry professionals who talk about popular topics or concepts, offering their own assessment of them and how they should be applied to the lives of customers or industry as a whole. While these articles rarely show original concepts, they show business founders to be leaders who are willing to change their industry for the better. Original concepts: The original concepts are new ideas that companies create that have not yet been discussed. When a company can show customers that they not only have a firm understanding of current best practices or knowledge, but are generating new ideas, they become a high-profile standard bearer for an entire business sector. Original research: Original research is a collection of data collected on a particular topic that is often the result of a study conducted by a company. The compilation of research and publishing offers a resource that customers should work hard to meet on their own. Not only is this value for the consumer, but it fuels ongoing research and company development. To a large part, content that hasn't been posted elsewhere is the most successful for blogging. With this original content regularly appearing on a company's blog, customers know that they have to frequently reference it to get valuable content unavailable elsewhere. Many companies also use this content to engage followers in social issues; In fact, 66% of marketers use blog content on their social media content. Track marketing success Once you've set up your distribution channel plans, you'll need to decide how you'll track the success of your efforts. There are many tools available to help, such as customer relationship management (CRM), heat maps, funnel analysis software and analytics software. Review the tracking tools for each distribution channel to help you set up accurate analytics. Social media actions and measurable action tracking for social media marketing can include filling out a landing page form, becoming a new follower, or clicking on a link for more information. Start by reviewing the main goal – brand awareness, parenting or sales – then determine the corresponding action and choose the best tracking method. Here are the main goals and social media marketing actions, as well as tracking orientation: Brand awareness: Building brand awareness means increasing the number of people who know your brand and its products and services. To increase brand awareness, partner with influencers in your niche to create a video or contest how to do it. Promote it in your profile and that of the influencer. Track how many new supporters you gain as the campaign runs. Parenting leads: Learning to feed means moving people who are likely to buy closer to a sale. For example, you can run a campaign on social media by asking people to click a link, and then enter their email address to receive a free product. Make it fun by providing a prize to participants and make sure it's a prize your buyers would appreciate. Then use a website tracking tool, such as Freshmarketer to track entries. In-person sales: You can create more people in the store to buy products or services by promoting an in-store event, discounts, or offers on social media. To track them accurately, only provide details for a single social media channel, and then track the number of people shown. Gather their email addresses in the store, and then add them to a CRM for future parenting of the lead. While there are plenty of tools that can help you keep track of social media campaigns, you'll definitely need a CRM to help you collect email addresses and measure engagement. Learn more about how CRM software can help you track customer interactions with your brand as a result of your social media marketing efforts in our ultimate CRM software guide. Email and tracking actions As with social media marketing, you'll need to highlight your primary email campaign goals, pair them with a set, measurable action, and then track interaction to determine the success of your campaign. Email tracking software shows you how visitors interact with Here are some common email marketing goals and metrics for tracking: Brand awareness: You can track brand awareness by using open email rates, actions, and link clicks on social media. This tracking information must be available in CRM or a separate email marketing platform, such as Constant Contact. Lead generation: You can track lead generation by determining how many users fill out the forms you send to your email campaigns and which fields they completed on those forms. Abandoned trolley purchases/upsells/refunds: You can track purchases of how many people click a Buy Now button. Just be sure to verify these people followed up with the purchase by using a tool like Freshmarketer to determine if they went all the way to confirmation purchase /thanks thanks Increase review: If you sent an email asking people to review a product or your business as a whole, you can track the number of people who clicked a Write Review button in your email. Event attendance: Track the number of people who clicked an RSVP or Sign Up Now button, and then compare it to the actual RSVP information. Any discrepancy may indicate problems with your registration form / RSVP. For a deeper look at how to track your email marketing efforts using software as constant contact, read our guide on how to use constant contact for email marketing. Also, don't forget to use a tool like Freshmarketer to track actions on your website performed as a result of email marketing campaigns. Blog and tracking actions as with social media and email, a marketing plan that focuses on blogging will need established goals, actions and tracking methods. Set up goals and actions and set up tools like Google Analytics and Freshmarketer, which can show you how visitors interact with your content and whether they're doing a final conversion action as a result. Here are some common actions and metrics to track around your blog posts: Social actions: By understanding where and how often people share your posts, you can get a better idea of the types of posts that help build brand awareness, and then create more. This information is generally available through Google Analytics. Traffic sources: When you know where your blog traffic came from, you can run campaigns to promote your content on these channels to drive more traffic to your blog. Because many blog posts help you make users from the brand awareness-raising stage to the interest and evaluation stages, this metric - also accessible in Google Analytics - is ideal for tracking customer input at these stages. Best-viewed posts: This metric helps you understand the content that's most traffic to your website. By pointing out which of your sites is most popular, you can create more like to increase website traffic and ultimately sales. New customers: Ultimately, companies run marketing campaigns to generate sales. A funnel analysis tool like Freshmarketer can help you determine which popular posts people read before buying a product on your website. By knowing this, you can promote this content more and create more like it to increase sales. Although you can configure funnel analysis Google, small businesses that aren't tech will find it easier to set it up and understand the results using a funnel analysis tool, such as Freshmarketer. Marketing Plan Tools Digital Marketing requires various tools to research, distribute and track the performance of your marketing campaigns. Consider acquiring or enrolling the tools and services most often needed to implement a digital marketing plan, including web hosting and email hosting plans, search engine optimization tools, website tracking and analytics software, and email marketing automation software. Marketing technology options template plan section here are the best marketing marketing Tools to help you get started: Bluehost: For \$2.95/month, Bluehost offers 50GB of storage to store your website files, as well as a free domain name, one-click WordPress facilities and a free SSL certificate to ensure your website can securely process customer data. Constant Contact: Constant Contact offers email marketing software that lets you create website contact forms, collect customer contact information, market them using drip campaigns, and track campaign performance. Your small business plans start at \$20/month. SEO Quake: This is a free search engine optimization tool that allows you to analyze key SEO website metrics so you can increase your website's ranking in search engines. Metrics you can research and track include internal and external links, Google search engine results page ranking (SERP), domain comparisons (for competitor analysis), keyword difficulty, and social media engagement. Freshmarketer: Freshmarketer is a conversion rate optimization tool (CRO) that you can use to understand how website visitors interact with your content and what leads them to convert them. Tools offered include A/B testing, heat maps, visitor session recordings, funnel analysis capabilities, website visitor surveys and form analysis. Plans with limited features are free but more robust plans that include all these tools are \$99/month. Google Analytics – a leading analytics tool used by both individuals and businesses, Google Analytics easily connects to your website and allows you to collect information about users and their browsing behavior during your site. Google Analytics is free for all users, but you need a Google Account to use the platform. 3 Pro Tips to get the most out of your marketing plans marketing plans offer a clear path to achieving business set goals. To succeed, a marketing plan must begin with a clear profile of its target markets with distribution channels and content that will meet your needs. We've reached out to marketing professionals to collect tips that help you do just that. Here are three tips from professionals for creating a successful marketing plan: One of the pitfalls I see so many small businesses succumbing to is the routine of just adding new content to the same old marketing plan they've used over the past decade. They can change a number here or a campaign idea there. However, channels and tactics remain unchanged. Companies Successful challenges each year to test new tactics, explore new channels and push boundaries with their marketing efforts. When creating a marketing plan, the most important thing is that all the components of the media work together. In order to get the most out of your marketing dollars, you must have a defined target audience so you can find the right media channels for your message to appear. An effective marketing plan always includes an SEO plan alongside it as SEO overlaps with many important marketing areas. SEO can help increase the quality of one of a presence, improve growth results and tactics, address mobile speed and optimization, and be part of a technical audit. If the SEO plan and marketing plan are not online, your true potential cannot be achieved. Bottom Line - Free Marketing Plan Template A small business marketing plan documents a company's overall marketing goals and the strategies they plan to implement to achieve them. The components of this plan include the results of an S.W.O.T. analysis, S.M.A.R.T. objectives, customer person profiles, a UVP, and distribution channels. Given the duration and complexity of the document, many small business owners use templates to guide them in joining these goals. Unfortunately, planning and implementing a marketing plan may be too slow for small businesses with limited staff and budgets. Hibu helps break these time and work limitations; for a starting fee of as little as \$400 and a \$100/month maintenance fee, it offers a full staff of small business marketing experts who create and implement marketing plans around their customers' goals. Click here to get started with Hibu. Visit Hibu Hibu

