Logo

[Year] Marketing Plan

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Our Objective

Descriptive Text Here

Table of Contents

1. Business Summary

* + Company Name
  + Mission Statement
  + SWOT Analysis

2. Business Initiatives

* + Overarching initiatives
    - Marketing initiatives, goals, metrics

3. Target Market

* + Industry Name
  + Buyer Persona(s)
  + Competitive Analysis

4. Market Strategy

* + Product
  + Price
  + Process

5. Marketing Channels

Business Summary

**Our Company**

The [company] is a company headquartered in [City,State]. The company’s mission is to:

[Company Mission]

And our vision is to:

[Company Vision]

**SWOT Analysis**

We want to help the brand lean into what it does well, improve what it doesn’t, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for 2020.

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| What we’re good at. What’s working. What our customers like about us. | What we want to fix. What we want to strengthen. What we want to become more efficient at. | What the industry might soon want.  What we think we’ll be good at. What will be our difference-maker? | What we think could hinder our growth. What/who we think could take our customers. |
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Business Initiatives

BossLM has the ambitious goal of 42 Business Units/Sales. A business unit is a new sale of BossLM software to a client with an annual revenue of 5 Million (Example; a client with an annual revenue of 10 million would count as 2 Business Units). To help the business do that, our marketing and sales team will pursue the following initiatives in 2020:

**Initiative 1 –**

Description:

Goal of initiative:

Metrics to measure success:

**Initiative 2 –**

Description:

Goal of initiative:

Metrics to measure success:

**Initiative 3 –**

Description:

Goal of initiative:

Metrics to measure success:

**Initiative 4 –**

Description:

Goal of initiative:

Metrics to measure success:

**Initiative 5 –**

Description:

Goal of initiative:

Metrics to measure success:

Target Market

**Market Segments**

In 2020, we’re targeting the following type of clients:

**Competitive Analysis**

Market Strategy

**Product**

**Price**

**Process**

Marketing Channels

**Website**

**Email Marketing**