

What should go in a marketing plan? When you're planning out your marketing, make sure you include each of these elements.

1 Business Summary

Who you are, which roles in your team will contribute to marketing, what your company's mission is and a SWOT analysis of your current situation.

2 Business goals

What are your business goals and KPIs for the coming year? Describe each one and define what success looks like using SMART targets.

3 Marketing goals

Your marketing plan's purpose is to help achieve your business goals. Decide on the marketing goals that will help you achieve your business goals, such as website visits or new leads. Again, define what success looks like using SMART targets.

4 Your audience and market

Who will you be targeting? Define your target audience using a suite of customer personas. You should also carry out a competitor analysis, detailing who they're targeting and what their USPs are.

5 Marketing strategy

Define your products, how they're priced and the value proposition for each one. A value proposition covers the value your company promises to deliver to your customers. It spells out what you represent as a brand, and tells your customers the problems you'll solve for them or the desires you'll fulfil.

6 Budget

How much do you have to spend this year on marketing? Break it down by marketing channel.

7 Marketing Channels

Where will you reach your target audience? Detail each channel, including online advertising, social media and offline. For each channel, describe how you'll use it, what content needs producing, what success metrics to measure, and how much budget you have.