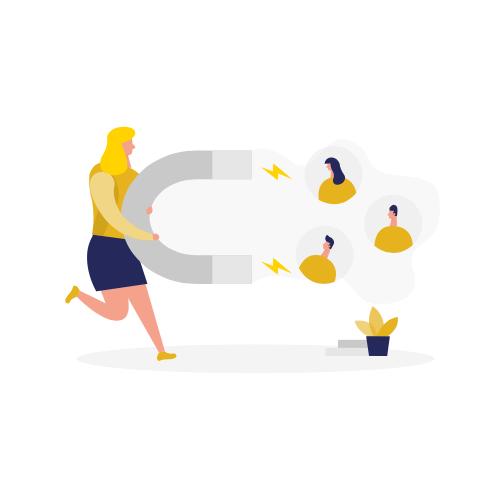
# **💡 Marketing plan**

*This is where you keep information on all your current* ***advertising efforts****. Having all your marketing strategies and data in one place allows your marketing team to keep track of your progress and develop new campaign strategies as needed.*

**

**Projects**

*A brief overview of short-term and long-term marketing projects you are working on to reach your company* ***growth goals****.*

| Project | Dates | Budget | Persons responsible | Goals | Metrics |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**Target Market**

*Beyond the ideal customer profile you have above, you need to have a description of the entire* ***demographic*** *you want to attract. Write the most important characteristics of your target audience, such as gender and ethnic diversity, geographic location, and shopping habits.*

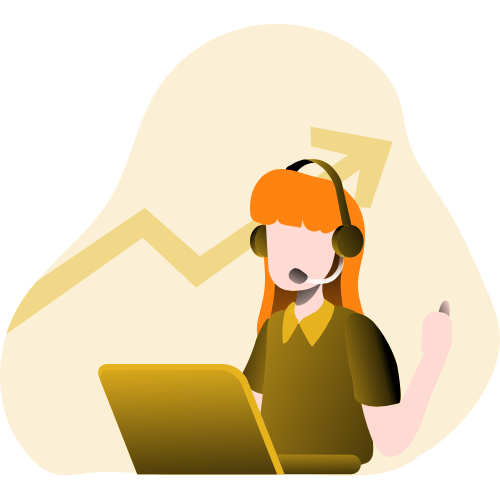
**Messaging**

*Your messaging strategy is how you* ***talk about yourself*** *as a brand to potential customers. The messages you convey (be they actual text or an emotion) are how you communicate directly with your customer and position yourself in their minds relative to your competitors.*

| Message | Product promise | Customer Pain points | Product proof points |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Value Proposition**

*A value proposition is a short statement that describes why a customer should choose you over a competitor company. It states the value that your product or service will bring the customer.*



*Your value proposition can be short and sweet—between 25 and 50 words.*

**Positioning**

*Your positioning statement describes how your product is perceived in the minds of your target audience in relation to other companies in the marketplace.*

**Short Positioning Statement**

*25-50 words*

**Detailed Positioning Statement**

*100 words or less*

**Target market**

*Include valuable information on the market you are addressing*

**Product description**

*Write a short description of your product*

**Short positioning statement**

*Write a short (~25 words) positioning statement*

**Detailed positioning statement**

*Write a detailed (100 words or less) positioning statement*

| **Top-line message** | **Product promise** | **Customer pain** | **Product proof points** |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Programs**

*What projects are you going to launch to achieve your goals*

| Program | Owner | Dependencies | Dates | Notes |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Budget**

| Program | Dates | Budget allocation | Details |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |