

Business Name

GOALS

TARGET MARKET

SWOT ANALYSIS

Strengths	Weaknesses	Opportunities	Threats

MARKETING STRATEGY

MARKETING CHANNELS



MARKETING PLAN TEMPLATE

BUDGET AND KPI

A common rule is to allocate 5-10% of total revenue to marketing spend.

				Total Marketing budget
Marketing Channel	%	Budget amount	Primary goal/focus	Target KPI (Performance metric)
Total				

PERFORMANCE TRACKING & RESULTS

Accurate tracking of actual spend and revenue is crucial for meaningful performance analysis.

Marketing Channel	Actual Spent	Budget Difference	Budget Variance	Actual Revenue	Estimated ROI	Key Learnings
Total						

KEY INSIGHTS & RECOMMENDATIONS

