



Marketing Plan - Customer Name

Target Market

Ideal Client Summary #1	
Ideal Client Summary #2	
Ideal Client Summary #3	

Marketing Goal

SMART Goal	
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Marketing Budget & Staff Resources

Budget Content	
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Current Marketing Plan

Strategy	
Website	
Content	
SEO	
Social Media	
Email Marketing	
PPC/Online Advertising	
Offline Marketing	

Next 90 Days Marketing Plan

Strategy	
Website	
Content	
SEO	
Social Media	
Email Marketing	
PPC/Online Advertising	
Offline Marketing	

Metrics to Track

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