

How to Create a Marketing Plan



What is a Marketing Plan?

A marketing plan is a document that supports the business plan and helps achieve business objectives to reach your target market. It's how you will market your goods or services to customers!

The thing to remember is - there is no right way to develop a marketing plan. The plan can be as large and complex as you'd like, or short and nimble as need be - it's what works best for you.

What are the benefits of a Marketing Plan?

Effective marketing will attract customers to your product or service and help you grow your business over time. It's the map that every driver would want on a long, and winding road trip - it helps reduce wrong turns and costly errors and get you to your destination!

Helpful Tips & Tricks

Make it personal: Businesses that stand out in the crowd are the ones that make a personal connection with people. An emotional connection to a brand creates long-lasting loyalty. Don't underestimate the human touch.

Look for partnerships: Partnering with another business, or a social media influencer, can introduce your brand to a new, untapped audience. It can get your brand in front of more potential customers and boost your business.

What is in a Marketing Plan?

Marketing plans can ensure a company's long-term success. It's a living, breathing document that outlines your goals for, usually, a 12-month period, and should include the following sections:

Executive summary and business description: A brief overview of the most important information in your marketing plan.

Situational (SWOT) analysis: An assessment of your company's strength, weaknesses, opportunities, and threats - an important component for success.

Marketing goals and business objectives: Your marketing plan success is heavily dependent on establishing clearly defined goals. Make sure you figure out what you want to achieve.

Target market and delivery plan: Know who you are targeting with your goods and services, and how you'll do it.

Unique selling proposition: What makes you better than the competition and why customers should choose your product or service.

Tactics: What you will use to reach your audience (social media, blog, billboards, etc.).

Budget and timeline: Get the most out of your budget and set a timeline to achieve your goals.

Tracking and evaluation: It's important you know whether you've been successful or not - track your efforts and determine where improvements are needed.

Additional Resources

There are a multitude of resources on how to develop a marketing plan online and can be an overwhelming endeavour to find what works best for your needs. Below are several resources that will help you get your feet wet, and better understand what you need to help your business grow.

[Understanding Marketing Basics](#)
(Business Link Alberta)

[Marketing and Sales Techniques](#)
(Government of Canada)

[Creating a Successful Marketing Strategy to Grow Your Business](#)
(Business Development Bank of Canada)

[A Five-step, No-nonsense marketing plan](#)
(Business Development Bank of Canada)

[Marketing Plan Template - Exactly What To Include](#)
(Forbes)

[Everything You Need to Write a Marketing Plan](#)
(Hubspot)

