

# One page Marketing Plan for small business

Use this onepage plan to outline the marketing strategy for your business, a product, or a campaign

This Marketing Plan is for:

Date:



<b>WHY</b> What is the purpose of this Marketing Plan?	<b>WHO</b> Target Markets	<b>USP</b> Unique Selling Point
List the objectives	List the target markets you aim to attract	What are the unique benefits/selling points to promote

<b>MARKETING STRATEGY</b> Lead Generation	<b>NEXT STEPS</b> What needs to happen next to implement your strategy	<b>WHO</b> Is Responsible to action the next steps	<b>DEADLINE</b> By When is each step to be completed?	<b>SUCCESS INDICATOR</b> KPI's
What forms of marketing will you implement				List the key performance indicators to measure the results of your marketing efforts