# Marketing Plan Template

**This marketing plan template** is designed to help promote and advertise your ecommerce business.Duplicate the template, customize your plan, and revisit it each year.

| 💡 You’ll find examples of how to complete each section highlighted in yellow. For more guidance on how to use the template, see [here](https://www.shopify.com/blog/marketing-plan-template?utm_campaign=marketing_plan_template&utm_medium=link&utm_source=pdf&utm_content=contentupgrade). |
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## Executive summary

### Business details

| **Company name** |  |
| --- | --- |
| **Year founded** |  |
| **Location** |  |
| **Mission statement** |  |
| **Company goals** |  |
| **Marketing goals** | * Drive 10,000 visitors to the website each month. * Improve conversion rate from 2.5% to 5%. |

### Marketing team

People responsible for executing this marketing plan include:

| **Name** | **Job title** | **Responsibilities** |
| --- | --- | --- |
| Jane Doe | Social Media Manager | Weekly social media reporting and overseeing the production of assets created for TikTok, Instagram, and Facebook. |
|  |  |  |
|  |  |  |

### Budget and projections

**Total marketing budget for this year:** $17,500

#### Q1: January–March

| **Channel** | **Budget** | **SMART goal** |
| --- | --- | --- |
| Google Ads | $1,500 | Drive new customers to the website at a CPA of less than $25. |
|  |  |  |

#### Q2: April–June

| **Channel** | **Budget** | **Projections** |
| --- | --- | --- |
| Email marketing | $2,000 | Re-engage website visitors who’ve abandoned their shopping cart, and convert 20% more shoppers. |
|  |  |  |

#### Q3: July–September

| **Channel** | **Budget** | **Projections** |
| --- | --- | --- |
|  |  |  |
|  |  |  |

#### Q4: October–December

| **Channel** | **Budget** | **Projections** |
| --- | --- | --- |
|  |  |  |
|  |  |  |

## Market research

### Our target market

| **Age** |  |
| --- | --- |
| **Education level** |  |
| **Job title** |  |
| **Annual income** |  |
| **Hobbies and interests** |  |
| **Pain points** |  |
| **Goals and motivation** |  |
| **Sales objections** |  |

### Competitive research

|  | **Your Company** | **Competitor A** | **Competitor B** | **Competitor C** |
| --- | --- | --- | --- | --- |
| **USP** |  |  |  |  |
| **Tagline** |  |  |  |  |
| **Product price** |  |  |  |  |
| **Sales channels** |  |  |  |  |
| **Marketing channels** |  |  |  |  |
| **Audience size** |  |  |  |  |
| **Messaging** |  |  |  |  |

### SWOT analysis

| **Strengths** | **Weaknesses** |
| --- | --- |
|  |  |
| **Opportunities** | **Strengths** |
|  |  |

### 

## Marketing strategy

### Messaging

**Our unique selling propositions:**

### Content

**Channel 1: Twitter** (Duplicate this section for each channel in your marketing mix.)

| **Content formats** | **Stage of the marketing funnel** | **Budget** | **Software required** | **SMART goal** |
| --- | --- | --- | --- | --- |
| Twitter Spaces | TOFU | $50/month in Twitter ad promotion | Microphone | Increase reach by 50% in Q1. |
|  |  |  |  |  |

## Measurement

| **Channel and objective** | **End of Q1** | **End of Q2** | **End of Q3** | **End of Q4** | **Achieved?** |
| --- | --- | --- | --- | --- | --- |
| **Increase search traffic via SEO** | 2,000 daily visitors | 2,600 daily visitors | 5,600 daily visitors | 6,000 daily visitors | ✅ |
| **Reduce cost per lead via Facebook ads** | $2.10 CPL | $2 CPL | $5 CPL | $4.25 CPL | ❌ |
|  |  |  |  |  |  |

### What went well

We met our goal of increasing organic traffic by 10% each quarter. Our investment in internal linking, optimizing product pages, and writing blog content paid off. We plan to continue this in 2022.

### What didn’t go well

We didn’t meet our expectations of reducing cost per lead via Facebook ads by 20%. We think this happened toward the end of the year when advertising platforms are oversaturated in the lead-up to Black Friday. We’ll fix this in 2022 by repurposing this year’s top-performing ads. We’ll also lean on the expertise of a marketing agency if budget allows.