

Marketing plan

[Your business name]

Prepared by	
Date	
Version	1

How to use this template

- Grey italic text is guidance. Replace it with your own words, then delete it.
- Keep it short. Two to four pages of clear decisions beats a long document.
- Choose two or three channels you can run consistently, not every channel.
- Plan the next 90 days in detail. Review the whole plan every three months.

General information only. This template doesn't take your circumstances into account. Marketing must comply with the Australian Consumer Law and the Spam Act; check the ACCC and ACMA websites for the rules.

Guide to each section: ausbusiness.net/marketing/marketing-plan/

1. Customers

Describe your best customer as precisely as you can. If you serve very different groups, complete one column each.

	Customer group A	Customer group B
Who they are	<i>e.g. owners of 2–10 person trade businesses</i>	
Where they are	<i>Suburbs, region, online</i>	
Their problem or need	<i>What are they trying to solve or get?</i>	
How they look for a solution	<i>Search, referrals, social media, events...</i>	
Who they trust	<i>Peers, reviews, associations, experts</i>	
What makes them hesitate	<i>Price, risk, time, past bad experiences</i>	

2. Position: why you

Finish this sentence: For [customer] who [need], we [what you do], unlike [the alternative], because [reason to believe].

Three things you can prove

1	
2	
3	

Reviews, results, qualifications, guarantees, local presence, years in business.

3. Goals

One to three goals, each with a number and a date, linked to your business plan.

Goal	Measure	By when

4. Go-to-market

Map how a customer goes from never having heard of you to paying you, and coming back. Find the weakest step.

Stage	What happens now	What we'll improve
Discover		
Consider		
Buy		
Return and refer		

Launch or campaign approach

Soft launch to your network, local event, first-customer offer, partnerships with businesses that serve the same customers.

5. Channels

Tick the two or three channels you'll focus on. For each, note the main activity, how often, and who does it.

Channel	Focus?	Main activity	How often	Who
Website and search (SEO/GEO)				
Google Business Profile and reviews				
Paid search or social ads				
Email marketing		<i>Consent, identify, unsubscribe (Spam Act)</i>		
Social media				
Public relations				
Influencers and creators		<i>Paid or gifted posts must be disclosed</i>		
Events and trade shows				
Print, signage, local				
Networking and referrals				
Partnerships				

Key messages

Three short messages you'll repeat across every channel.

1	
2	
3	

6. Budget

Monthly spend per channel. Include a small test budget for trying something new each quarter.

Channel	\$ per month	Notes
Test budget		
Total		

7. Measurement

One or two numbers per channel that connect to sales. Ask every new customer: how did you hear about us?

Channel	What we measure	Target per month	Actual

8. 90-day action plan

Specific actions, each with an owner and a date. Review at the end of the 90 days.

Action	Owner	Due	Done

Rest of the year (outline)

Quarter	Focus
Q2	
Q3	
Q4	