Broker Academy

Marketing Plan

A marketing plan is a strategic document that outlines an organization's overall **marketing objectives**, **strategies**, and **tactics** to achieve its business goals. It serves as a roadmap for the marketing team, providing a clear direction and framework for all marketing activities. The plan typically includes an **Executive Summary**, **analysis of the target market**, **competitive landscape**, and **customer insights**, allowing the organization to identify its unique value proposition and positioning in the market.

A marketing plan sets clear goals, like boosting brand awareness, attracting new customers, or growing market share. To achieve these goals, strategies are created, such as dividing the market into segments, creating new products, setting pricing strategies, choosing distribution channels, and running promotional campaigns. The plan also identifies the intended audience, outlines key marketing messages, and specifies the budget and timeline for implementing the strategies.

In This marketing plan you will make an executive summary, define your brand identity, and identify the clients and markets that you will be focusing on. There are multiple activities designed to help you with goals and evaluating your business. Be sure to use concise language and to be positive when going through this exercise. Most importantly **don’t rush through this**. This will give you direction to fall back on when you are not sure what to do.

SECTION 1:

**EXECUTIVE SUMMARY**

This is a concise overview of a longer document or report that highlights the key points, findings, and recommendations. It provides you with a brief but comprehensive understanding of the document's contents, to grasp the main objectives, outcomes, and implications without having to read the entire text. The executive summary captures the essence of the document, allowing you to make informed decisions or take appropriate actions based on the summarized information.

**Write how you intend to reach your target audience.**

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**Write a description of your company and team:**

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**Write a simple Introduction to your products and services:**

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**Write Summary of marketing objectives and strategies:**

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**Write Summary of your financial projections:**

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SECTION 2:

**BRAND MESSAGING**

Before designing a detailed strategy to reach your top marketing goals, it’s important to establish a cohesive brand voice that is unique to your brand and speaks to the needs of your target customer. Brand messaging includes elements such as:

**Vision:** Identifies forward-thinking aspirations for your company and what you hope to achieve. What is your Vision for your company?

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**Mission Statement:** Describes what the organization does or provides in order to achieve the vision. What is your Mission Statement?

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**Core Values:** Defines core pillars of what the company believes in and shapes company culture. What are your Core Values?

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**Tagline:** A distinctive catchphrase that communicates your brand and what you provide. What is your Tagline?

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**Unique Seller Proposition (USP):** Describes company’s value to the customer and key differentiators from the competition. What is your USP?

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SECTION 3:

**TARGET CUSTOMER & BUYER PERSONAS**

This is a strategic approach of focusing marketing efforts on a specific segment of the population that is most likely to be interested in a product or service. It involves identifying and understanding the characteristics, needs, and preferences of the target audience in order to tailor marketing messages and strategies accordingly. By targeting specific groups, businesses can **maximize their resources** and **improve the effectiveness of their marketing campaigns**. This approach allows companies to reach the **right people** with the **right message** at the **right time**, increasing the likelihood of attracting and retaining customers and ultimately driving sales.

**1. Target market**

Who is your ideal customer? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is the customer’s motivation to buy your product?

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What are their needs?

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What is their age, gender, interests, location?

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Who is your competition?

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**2. Unique Selling Proposition**

What key attributes/features of your product or service differ from your competitors?

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What value does your product or service bring?

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**3. Situation analysis (SWOT)**

What are your company’s strengths (internal)?

What are your company’s weaknesses (internal)?

What are your company’s opportunities (external)?

What are your company’s threats (external)?

(See Broker Academy S.W.O.T Analysis Worksheet on Next page)



**4. SMART objectives**

Are your goals:

* Specific (sensible, simple, significant)?
* Measurable (motivating, meaningful)?
* Achievable (agreed upon, attainable)?
* Realistic (reasonable, relevant)?
* Time-bound (timely, time-based)?

(See Broker Academy S.M.A.R.T Goals Worksheet on next Page)

**Broker Academy S.M.A.R.T. GOALS WORKSHEET**

Crafting S.M.A.R.T. Goals are designed to help you identify if what you want to achieve is realistic and determine a deadline. When writing S.M.A.R.T. Goals use concise language, but include relevant information. These are designed to help you succeed, so be positive when answering the questions.

|  |  |
| --- | --- |
| INITIAL | Write the goal you have in mind |
| GOAL |  |
| S | What do you want to accomplish? Who needs to be included? When do you want to do this? Why is this a goal? |
| SPECIFIC |  |
| M | How can you measure progress and know if you’ve successfully met your goal? |
| MEASURABLE |  |
| A | Do you have the skills required to achieve the goal? If not, can you obtain them? What is the motivation for this goal? Is the amount of effort required on par with what the goal will achieve? |
| ACHIEVABLE |  |
| R | Why am I setting this goal now? Is it aligned with overall objectives? |
| RELEVANT |  |
| T | What’s the deadline and is it realistic? |
| TIME-BOUND |  |
| SMART | Review what you have written, and craft a new goal statement based on what the answers to the questions above have revealed |
| GOAL |  |

**5. Strategies**

What actions will you take to meet the objectives?

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What are your channels of distribution?

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What is your communication strategy?

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How will reach more people?  
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How will attract more customers?

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How will you convert leads into customers?

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**6. Budget**

How much are you spending on your marketing activities?

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Do you need to spend more to achieve greater results?

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**7. Timing**

How long will it take to achieve the objectives?

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