

ULTIMATE MARKETING PLAN GUIDE



**POWERED BY
MY BOSSY LIFE, LLC**

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MY BOSSY LIFE

Beauty, Business & Boss Style

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Hey Bossy Babe! Here Is your Ultimate Marketing Plan. Marketing plan is to clearly show what steps or actions are needed to achieve your business goals. If you are ready to take your business to the next level pair this plan with our Ultimate DIY Marketing Guide .

GET MY "ULTIMATE DIY MARKETING GUIDE"

EXECUTIVE SUMMARY

a brief overview of the entire plan. Introduce your company or business to the reader and highlights the main points of your marketing plan. Include your mission statement. **WRITE THIS LAST.**

PRODUCT/SERVICE OVERVIEW

This section helps you to think about your product or service which reflects on your ability to understand and cater for your clients' expectations. Provide a detailed description of your product or service.

TARGET MARKET

The specific group of people you want to reach with your marketing message. They are the people who are most likely to buy your products or services, and they are united by some common characteristics, like demographics and behaviors

EXECUTIVE SUMMARY

PRODUCT/SERVICE OVERVIEW

TARGET MARKET

COMPETITIVE ANALYSIS

Identify your top competitors and key characteristic about their organization.

SWOT ANALYSIS

Identify your..

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

VALUE PROPOSITION

How do you bring value to your customers? Identify their problems and how your business helps solve them.

COMPETITIVE ANALYSIS

SWOT ANALYSIS

VALUE PROPOSITION

MARKETING GOALS

What exactly are you trying to achieve with your marketing areas? Sales? Conversions? Increased engagement? Followers? New opportunities? What is It girl?

STRATEGIES

What is the game plan? What exactly are you trying to achieve with your marketing areas?

Sales? Conversions? Increased engagement? Followers? New opportunities? What is It girl? Be specific.

BUDGET

Nothing in life is free. How many coins are you willing to spend? How much money will It take to reach your goals? Be realistic!

MARKETING GOALS

STRATEGIES

BUDGET

TACTICS+ ACTIVITIES

Let's break that game plan down even more to a step by step process.

MARKETING CHANNELS

It's time to put yourself out there, but where?!

Website, Social media, print media, radio, Tv, podcasts..etc. Or all of the above?!

TACTICS+ ACTIVITIES

MARKETING CHANNELS

What does success look like for you?

How long will this take?

Did you achieve your goals?