



The
Branch
Co.

Simple Marketing Plan Template

A practical template to help you build a clear marketing plan that supports your business goals.



01

Let's start with the basics.



Business Name

Prepared by

Website

Date

Industry

Business Stage

☐ Starting ☐ Growing ☐ Established

1. Executive Summary

What are you trying to achieve?

Write a short overview of your business, your current situation and what you want your marketing to achieve over the next 12 months.

02

What are you working towards?

What are your key business goals?

Business goal 1

Business goal 2

Business goal 3

Business goal 4

Success Measures

How will you know you've achieved them?

Revenue

Enquiries

Customers

Website traffic

Other

03

Who are you trying to reach?

Who are your ideal customers?

Age	Location
Industry	Business size
Needs	Challenges
Goals	How do they usually find businesses like yours?

Your Ideal Customer

Complete the sentence:

We help _____ achieve _____ by providing _____ .

04

What makes your business different?

What makes your business different?

Your unique value proposition

Brand personality (3–5 words)

Three words people should associate with your business

Why should customers choose you instead of a competitor?

05

What do you want your marketing to achieve?

What marketing activities will help achieve your goals?

Increase brand awareness

Generate more enquiries

Increase website traffic

Improve customer retention

Launch a new product or service

Other

Which ONE objective is your highest priority over the next 90 days?

06

Where will you focus your efforts?

Which channels will you focus on?

Website	SEO	Google Ads
Social Media	Email Marketing	Networking
Referrals	PR	Events
Content Marketing	Other	

Why have you chosen these?

07

What do you want people to remember?

What are the three most important things people should know about your business?

Key message 1

Key message 2

Key message 3

Tone of Voice

Professional

Friendly

Approachable

Premium

Expert

Other

08

What content will you create?

List topics your audience would find valuable.

Blog articles

Social posts

Email ideas

Videos

Lead magnets

Case studies

FAQs

09

Plan your campaigns.

Campaign	Audience	Objective	Channel	Timing

10

Plan your investment.

Activity	Budget	Owner

Monthly Budget

\$_____

11

How will you measure success?

What will you track?

Website traffic	Enquiries
Leads	Conversion rate
Revenue	Email subscribers
Google rankings	Social engagement

How often will you review your results?

Weekly	Monthly	Quarterly
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12

Turn your plan into action.



Top three priorities
What will make the biggest difference?

Quick wins
What can you action immediately?

Biggest challenge
What might get in the way?

Resources needed
What do you need to get started?

First action
What action will you take today?

You're ready.

Remember, a marketing plan doesn't need to be perfect.

It simply needs to give you direction.

Start with one action that will make the biggest difference, then build momentum from there.

If you'd like help turning your plan into action, I'd love to help.

[Let's Talk →](#)

