Marketing Plan Template

BRITISH TAEKWONDO



12 Month Marketing Plan

1. Goal

Start by defining the main objective of your marketing efforts. What are you trying to achieve? Make sure your goals are clear, specific and measurable to track progress effectively. Examples include boosting brand awareness, increasing sales, or growing your online presence.

- What is the primary objective? *(e.g., Increase awareness, drive sales, grow social media presence)*. Be **specific and measurable**. *(e.g., Gain 500 new followers in 3 months)*

2. Target Audience

Identify who you are trying to reach with your marketing efforts. A clear understanding of your ideal customer's demographics, interests and pain points will help you create content and campaigns that resonate and drive engagement.

- Who are you trying to reach?
- **Briefly describe the ideal customer:** Age, interests, location, pain points.

3. Key Message & Value Proposition

Craft a compelling message that communicates the unique value of your product or service. Explain why your audience should care and what sets you apart from competitors. A strong value proposition is essential for effective marketing.

- What is the main message you want to convey?
- Why should people care about your product or service?
- What makes you different from competitors?

TEMPLATES

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4. Marketing Channels

Determine where you will reach your audience and how you will deliver your message. This could include social media platforms, email marketing, paid advertising, partnerships, or content marketing. Choose the channels most relevant to your audience and goals.

Where will you reach your audience?

- Social Media *(Instagram, Facebook, Twitter, LinkedIn, etc.)*
- Email Marketing
- Paid Ads *(Google Ads, Facebook Ads)*
- Events / Partnerships
- Content Marketing *(Blogs, Videos)*

5. Budget

Outline your available resources and how much you are willing to invest in your marketing efforts. Break down the budget by channel to ensure your spending aligns with your goals and priorities.

- How much are you willing to spend?
- Break down costs by channel *(if possible)*.

6. Timeline

Establish a timeline that outlines key milestones, deadlines, and the order of activities. A clear schedule helps keep your marketing efforts organised and ensures timely execution of your strategy.

- What are the key milestones and deadlines?
- Simple breakdown of when each activity will take place.

7. Metrics & Evaluation

Define how you will measure success. Identify relevant metrics and tools to track your progress, such as engagement rates, sales numbers, or lead generation. Regular evaluation allows you to refine and improve your strategy as needed.

- How will you measure success? (e.*g., engagement rate, sales numbers, leads generated)*
- What tools will you use to track progress? *(e.g., Google Analytics, Social Media Insights)*