

Introduction

Introductory data that will dictate the rest of the strategy towards improvement or continuity

Target Market

This is your target audience, the geographic area you are marketing in, etc.

External Influencers

Competition, economic trends, social trends (threats/opportunities) etc.

Budget

All of your marketing budget, including budgeting based on the length of time for this marketing plan (if monthly, monthly budget for example)

Goals & Objectives

All of the goals of your marketing (increase sales, increase site traffic etc) Should be tied back to data/relevant KPI's (prove your goals are going to help your marketing plan, not hinder/do nothing)

Tactics

Details of how you will achieve your goals (print advertising, video marketing etc)

Ongoing marketing efforts

Marketing efforts that are always running across all marketing plans (social media, SEO, etc)

Summary

Summarize your overall marketing plan