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