

2021 Marketing Plan

For Small Businesses

WHAT (WHAT DO YOU DO):

WHO (YOUR TARGET AUDIENCE):

WHY (THE NEED YOU'RE TRYING TO MEET):

HOW (SERVICES YOU OFFER):

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

YOUR BUSINESS MISSION STATEMENT

Hi, we are {business name}, we offer {what} to {who} because {why}.
And, this is {how} we can help you.

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BRAND AESTHETIC (HIGHLIGHT WORDS THAT DESCRIBE YOUR BUSINESS):

Adventurous Artistic Athletic Attractive Authentic Bold Bright Calm Casual
Charming Cheerful Chic Classic Colorful Comfortable Conservative
Contemporary Cool Creative Cutting Edge Delicate Dramatic Earthy Eccentric
Elegant Elevated Enchanting Energetic Exciting Fabulous Familiar Fancy
Fashionable Festive Fierce Flirty Formal Fresh Friendly Fun Glamorous Graceful
Hip Honorable Impressive Industrial Informal Inspiring Inviting Lush Majestic
Modern Natural Nautical Noisy Nostalgic Novel Old Organic Passionate Playful
Pleasant Powerful Professional Quaint Quirky Radiant Rebellious Relaxing
Reliable Retro Revolutionary Ritzy Romantic Royal Rustic Scholarly Secure
Serious Silly Sincere Sleek Smart Soothing Sophisticated Strong Stunning Stylish
Swanky Tasteful Tranquil Trustworthy Unconventional Upbeat Urban Vintage

BRANDING & MARKETING NEEDS COMPLETED:

- | | | |
|---|---|---|
| <input type="checkbox"/> Logo & Brand Elements | <input type="checkbox"/> Mission Statement | <input type="checkbox"/> Business Cards |
| <input type="checkbox"/> Color Palette Identified | <input type="checkbox"/> Core Values | <input type="checkbox"/> Letterhead |
| <input type="checkbox"/> Fonts Identified | <input type="checkbox"/> SEO-Friendly Website | <input type="checkbox"/> Stationary (Cards, etc.) |
| <input type="checkbox"/> Brand Voice Identified | <input type="checkbox"/> Social Graphics | <input type="checkbox"/> Packaging Items |

2021 MARKETING STRATEGIES (SEE BLOG POST):

- | | | |
|--|--|---|
| <input type="checkbox"/> Establish Brand | <input type="checkbox"/> Improve SEO | <input type="checkbox"/> Social Media Strategy |
| <input type="checkbox"/> Marketing Plan | <input type="checkbox"/> Start a Blog | <input type="checkbox"/> E-commerce |
| <input type="checkbox"/> Find Cause to Support | <input type="checkbox"/> Local Citations | <input type="checkbox"/> Social Commerce |
| <input type="checkbox"/> Revamp Website | <input type="checkbox"/> Create Content | <input type="checkbox"/> Online Events & Groups |

ONE GOAL PER QUARTER:

Q1

Q2

Q3

Q4