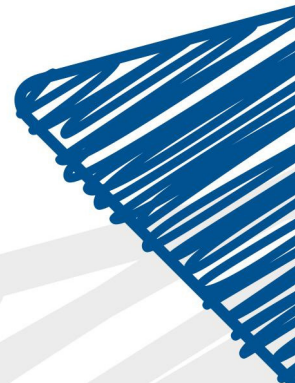




Enterprise
Nation

Marketing Plan Template

By Emma Jones



Name

Business name



Marketing

This section covers the Marketing Activities area

Having identified the specific markets you intend to target, in the Marketing section, you should highlight the key messages you want to communicate to your customers, along with details about the variety of channels you intend to use. You should also state when you intend to carry out your marketing activities, and identify who will be responsible for managing these different activities.

What are the key marketing messages which you can use in your marketing activities?

What is the name of your business? What does this name reflect?

What marketing activities will your business carry out to reach specific customers?

When will your business carry out these marketing activities?

Who will be responsible for carrying out these marketing activities?



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What unique or attention-seeking activities could your business try in order to stand out in the marketplace?

How much will your marketing activities cost?
