Business Marketing Plan



# [Replace your logo above]

# **Business Name**

Our guide to 2023 and beyond.

Vision

What’s your business “why”?

The vision statement briefly outlines your future plan for the business.

It should state clearly what your overall goals for the business are.

**What drives your business?**

1.Your team’s role

2.Who your ideal client-type is

3.How your brand makes a difference

The Purpose Archetype

Which of the 8 purpose archetypes match your vision?  
Why does that choice fit best?  
What does that archetype look like for your business?

Mission

What is your business’ mission statement?  
How do you plan on fulfilling your above vision?   
What does the overarching approach look like for your business?

Core Values

What actions will you and your team enact that defines what matters to your business?   
Make them all sentences, all starting with a verb.  
Ensure that they actually hold weight – rather than just meaningless points.

1. Core value
2. Core value
3. Core value
4. Core value
5. Core value
6. Core value

|  |  |
| --- | --- |
| Specific | How can you make it specific? |
| Measurable | How will you measure progress? |
| Attainable | Is it within your scope, while being a stretch? |
| Relevant | Will this goal help your business fulfil your vision and mission? |
| Time | When do you plan to achieve this goal? |
| How? | * Step 1 * Step 2 * Step 3 * Step 4 |

Goals and Tactics

(1) Goal 1

# (2) Goal 2

|  |  |
| --- | --- |
| Specific | How can you make it specific? |
| Measurable | How will you measure progress? |
| Attainable | Is it within your scope, while being a stretch? |
| Relevant | Will this goal help your business fulfil your vision and mission? |
| Time | When do you plan to achieve this goal? |
| How? | * Step 1 * Step 2 * Step 3 * Step 4 |

# (3) Goal 3

|  |  |
| --- | --- |
| Specific | How can you make it specific? |
| Measurable | How will you measure progress? |
| Attainable | Is it within your scope, while being a stretch? |
| Relevant | Will this goal help your business fulfil your vision and mission? |
| Time | When do you plan to achieve this goal? |
| How? | * Step 1 * Step 2 * Step 3 * Step 4 |

SWOT

# Strengths

* Strength 1
* Strength 2

How will you use these strengths to your advantage?

# Weaknesses

* Weakness 1
* Weakness 2

How will you protect against your weaknesses?

# Opportunities

* Opportunities 1
* Opportunities 2

How will you take advantage of these opportunities?

# Threats

* Threats 1
* Threats 2

How do you plan to address and mitigate these threats?

Customer Personas

# Who are your target customers?

1. Persona 1
2. Persona 2
3. Persona 3
4. Persona 4

|  |  |
| --- | --- |
| Name | Persona 1 |
| Background |  |
| Demographic |  |
| Identifiers |  |
| Goals |  |
| Challenges |  |
| What can we do |  |
| Quotes |  |
| Common objections |  |
| Marketing Message |  |
| Elevator Pitch |  |

|  |  |
| --- | --- |
| Name | Persona 2 |
| Background |  |
| Demographic |  |
| Identifiers |  |
| Goals |  |
| Challenges |  |
| What can we do |  |
| Quotes |  |
| Common objections |  |
| Marketing Message |  |
| Elevator Pitch |  |

|  |  |
| --- | --- |
| Name | Persona 3 |
| Background |  |
| Demographic |  |
| Identifiers |  |
| Goals |  |
| Challenges |  |
| What can we do |  |
| Quotes |  |
| Common objections |  |
| Marketing Message |  |
| Elevator Pitch |  |

|  |  |
| --- | --- |
| Name | Persona 4 |
| Background |  |
| Demographic |  |
| Identifiers |  |
| Goals |  |
| Challenges |  |
| What can we do |  |
| Quotes |  |
| Common objections |  |
| Marketing Message |  |
| Elevator Pitch |  |

Marketing Approach

# Products and Services

| Product/Service | Description | Price |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |

# Core proposition

Fill in the blanks: We offer a (product/service description) that helps (customer persona) do a (benefit action) by a (unique product/service feature).

Market position   
What is your market position? How do you want customers to see your brand?

# Unique selling position

What customer-relevant benefits and features make your brand unique?

# Value to customer

How does this create relevant value for your customers?

# Pricing strategy

How will you price your products/services accordingly?

# Anticipated demand

How appealing is your brand, product and services?

# Growth potential

Where can you take your brand next?

# Identity

What’s your marketplace identity? What’s the “who” behind our “why” that will interest our audience?

# The Relevant Solution

Why can’t your customers live without your solution?

# Time Frame

When and how will your customers notice the results?

# Competitive Advantage

Why is what we do better for them than other alternatives?

# Evidence

What social proof do we provide that adds real substance to our brand?

# Why?

What would tip our customers over to conversion after they have all of the information?

**Marketing Model  
  
Aspects of Your Model**

1.Customer Segments

Which customer segments does your business serve?

2. Value Proposition

What customer problem is your business solving, and with what product, to satisfy their needs?

3. Channels

Which communication, distribution and sales channels is your business delivering its value proposition?

4. Customer Relationships

What customer relationships are established and maintained with each customer segment?

5. Revenue Streams

How does your business gain revenue as a result of successfully offering value propositions to customers?

6. Key Resources

What assets are required to offer and deliver the previous elements?

7. Key Activities

What tasks does your business need to undertake?

8. Key Partnerships

What activities does your business need to outsource to other organisations?

9. Cost Structure

What financial system does your business incur to operate the whole model?

**Marketing Strategy**

Goal

Marketing Strategy

* Product
* Price
* Promotion
* Place
* Positioning
* People
* Process
* Physical Evidence

Goal

Marketing Strategy

* Product
* Price
* Promotion
* Place
* Positioning
* People
* Process

Physical Evidence

**Monitoring and Measurement**

Reviewing the impact of your marketing should be a periodic activity.

* Marketing activity
* Date of review
* Monitoring methods: What tools to use to measure and monitor the impact of your marketing activities
* Review outcomes

- What were the results for the promotional period?

- What were your sales/profit figures?

- How many new and repeat customers?

- How many visitors to your website?

The Review

How will you review the above after it’s all been put into action?

Set timeframes and actions.

**How can Melotti Media help you succeed?**  
  
  
To engage your customer and achieve ongoing business success today, you need a powerful message, quality copywriting and consistent content. However, this is easier said than done.

Perhaps you’re time poor and spread thin, or writing may not be your expertise.

So, let us take care of your message marketing, copywriting and content marketing needs!

For more information or to speak to a quality marketing copywriter to get the results your business deserves, contact me now at [info@melottimedia.com.au](mailto:info@melottimedia.com.au).

Our Message Marketing services can sharpen your words into achieve your goals, today.  
  
**Christopher Melotti**  
Melotti Media | Copywriting & Message Marketing Bureau  
[www.melottimedia.au](http://www.melottimedia.au)