



MARKETING **BUSINESS PLAN**



Follow this roadmap to plan ahead and strategically build your business.

BUSINESS OVERVIEW

COMPANY NAME	UNIQUE SELLING PROPOSITION	TEAM

GOALS

Determine your goals for the upcoming quarter, six months or year. They can be based on revenue, number of customers or marketing initiatives.

GOAL	MEASUREMENT OF SUCCESS	BUDGET NEEDED	RESOURCES NEEDED	TIMELINE

SWOT ANALYSIS

Take an overview of your strengths, weaknesses, opportunities and threats so you can properly market and plan for upcoming obstacles.

STRENGTHS | What do you do best? What makes you stand out from competitors?

WEAKNESSES | What needs improvement? What do competitors do that you can't?

OPPORTUNITIES | What could you offer that isn't in the promo marketplace yet, but would be beneficial to end-buyers? What could be a big differentiator for you?

THREATS | What is a risk that could impact your business? (This could be a threat to the overall marketplace, business as a whole or your individual business.)

▶ TARGET MARKET

Who is your ideal customer? The more you examine their demographics, the better you'll be at reaching your target market.

Age _____ Gender _____ Location _____

Behaviors _____

Pain Points _____

▶ COMPETITIVE ANALYSIS

Take a close look at what your competitors are doing that's successful. How do they market to their audience? Do they focus on specific markets or everyone? Also, look at what they do that is inefficient or doesn't serve the customer.

▶ STRATEGY

What is the best way to reach your target audience? Jot down your ideas here.

DIRECT MAIL	INTERNET ADS	SOCIAL MEDIA POSTS	EMAIL CAMPAIGNS
BROADCAST ADVERTISING	COLD CALLING	PRODUCT BUNDLES	GIFT WITH PURCHASE
NETWORKING EVENTS (TRADE SHOWS, FUNDRAISERS)	FACE-TO-FACE MEETINGS		

CUSTOMER CAMPAIGNS

Use this section to brainstorm some campaign ideas for current or prospective customers.

Customer: _____

Promotional Items: _____

Key Message: _____ Design Theme: _____

Timeline: _____ Budget: _____

Customer: _____

Promotional Items: _____

Key Message: _____ Design Theme: _____

Timeline: _____ Budget: _____

Customer: _____

Promotional Items: _____

Key Message: _____ Design Theme: _____

Timeline: _____ Budget: _____

Customer: _____

Promotional Items: _____

Key Message: _____ Design Theme: _____

Timeline: _____ Budget: _____

Customer: _____

Promotional Items: _____

Key Message: _____ Design Theme: _____

Timeline: _____ Budget: _____

MARKETING

Print or save this calendar and use it to plan out your marketing, including social media posts, email marketing campaigns, holidays, trade show events and more.

January 2024

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

National Mentoring Month

February 2024

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

Black History Month

March 2024

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Women's History Month

April 2024

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Autism Acceptance Month

May 2024

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Mental Health Awareness Month

June 2024

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

LGBTQIA Pride Month

July 2024

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

National Culinary Arts Month

August 2024

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

National Wellness Month

September 2024

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

National Literacy Month

October 2024

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Breast Cancer Awareness Month

November 2024

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Diabetes Awareness Month

December 2024

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

HIV/AIDS Awareness Month

2024 CALENDAR OF EVENTS

January 2024

- 1 New Year's Day
- 15 Martin Luther King Jr. Day

February 2024

- 2 Groundhog Day
- 14 Valentine's Day
- 19 Presidents' Day

March 2024

- 10 Start of Ramadan
- 17 St. Patrick's Day

April 2024

- 15 Tax Day
- 22 Earth Day
- 24 Administrative Professionals Day

May 2024

- 12 Mother's Day
- 18 Armed Forces Day
- 27 Memorial Day

June 2024

- 16 Father's Day
- 19 Juneteenth

July 2024

- 1 Canada Day
- 4 Independence Day
- 28 Parents Day

August 2024

- 19 National Aviation Day

September 2024

- 2 Labor Day
- 11 Patriot Day

October 2024

- 7 Child Health Day
- 14 Indigenous Peoples' Day
- 16 Boss's Day

November 2024

- 11 Veterans Day
- 28 Thanksgiving
- 29 Black Friday

December 2024

- 25 First Day of Hanukkah
- 25 Christmas Day
- 26 First day of Kwanzaa
- 31 New Year's Day