

# MARKETING PLAN 2023

COMPANY: \_\_\_\_\_

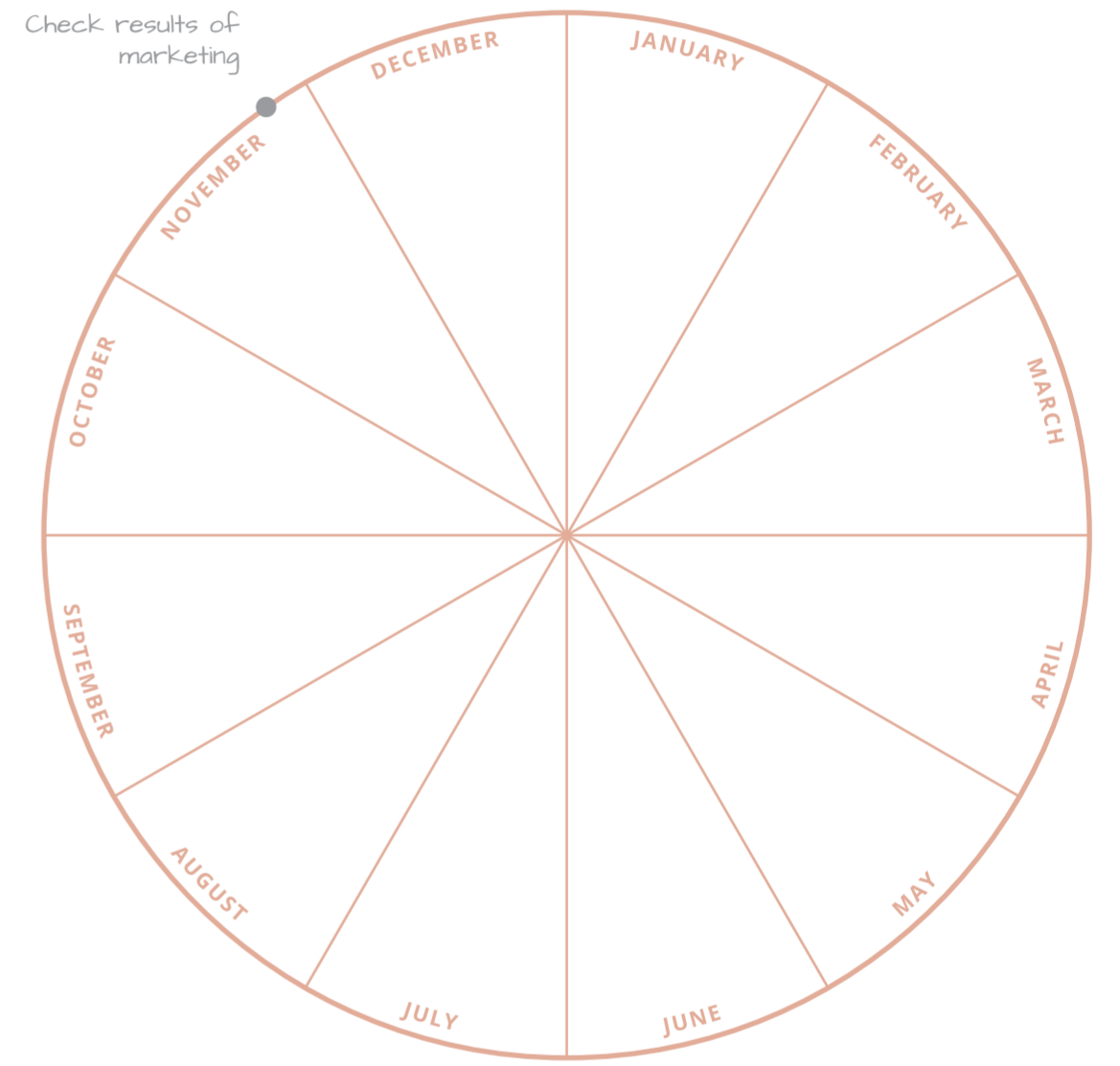
**1 PLANNED GOAL 2023**  
 WHAT DO I WANT TO ACHIEVE BY MARKETING  
 For example: turnover, result, market position, exposure, number of customers, improving brand image

**4 STRATEGY**  
A CHANNEL-BASED PLAN

	1	2	3	4	5
<b>MARKETING CHANNEL</b>					
<b>TARGETED GOAL</b> What I want to reach via this specific marketing channel					
<b>REALIZATION</b> How I will reach my target					
<b>COSTS</b> How much funds/time I will invest in marketing					
<b>MONITORING</b> The tools I will use to monitor the results of marketing					

- 3 CHANNELS**  
WHERE DO I ENGAGE WITH THE CUSTOMER
- Company website
  - Campaign website
  - Online Store
  - Facebook
  - Instagram
  - Twitter
  - YouTube
  - Snapchat
  - Pinterest
  - TikTok
  - Content marketing
  - Search term marketing
  - Search engine optimization
  - Banner adverts
  - Video adverts
  - Print adverts
  - Radio
  - TV
  - Phone/SMS
  - Client magazine
  - Posters
  - Flyers, brochures
  - Business cards
  - Digital screens
  - Display windows
  - Street marketers
  - Neon sign
  - Networking & co-operation
  - Magazine articles
  - Events
  - Events
  - Trade fairs
  - Email

**2 TARGETING**  
WHAT AM I MARKETING, TO WHOM




**5 SCHEDULE**  
ANNUAL MARKETING CLOCK

**6 MONITORING**  
FOLLOW RESULTS AND ADJUST STRATEGY WHEN NEEDED

**CUSTOMER**  
THE MOST IMPORTANT CUSTOMER SEGMENTS



**NEED**  
THE PROBLEM I WILL HELP TO SOLVE



**CUSTOMER PROMISE**  
Why the customer should do business with me and what I can promise.



**PRODUCTS**  
THE PRODUCTS I WANT TO MARKET



**COMPANY**  
HOW I WANT TO BE VIEWED

