

## Marketing Plan Template – Page 1

### ***Goal: Primary objective quantified and time-bound.***

Who We Are	<i>Statement of what you do. Benefits you deliver to customers.</i>
How We Are Different	<i>Statement of what differentiates you from competitors. Unique selling proposition.</i>
“Ideal Customer” Profile	<i>Specific description, including geography, demographics, income/revenue, etc.</i>
“Ideal Customer” Needs	<i>Usually one or more: save money, make money, save time, attain peace of mind.</i>
“Ideal Customer” Buying Triggers	<i>How you help customers: save money, make money, save time, attain peace of mind.</i>
Budget Available	<i>Dollars you will commit to execute the plan.</i>
Delivery Vehicles	<i>Identify best media to gain exposure to prospects, customers and referral resources, e.g. website, email, flyers, door hangers, etc.</i>