

Sample Marketing Plan





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- Executive Summary
 - Target Audience
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Executive Summary



Executive Summary

This is a high-level overview of the company vision and goals. It will also state the purpose of this marketing plan.

Target Audience



Target Audience

The target audience to market to, specified by the company will be listed here.

SWOT Analysis



SWOT Analysis

This SWOT Analysis will identify the strengths, weaknesses, opportunities and threats of the company.

Digital Platforms



Digital Platforms

An overview of all the company's current social media digital platforms will be listed here, along with the stats of each platform via number of likes, etc..

Strategy and Tactics



Sample - Strategy & Tactics: Email Marketing

- **Welcome Email Campaign**
 - Target Audience - Listed Here
 - Purpose of Campaign - Listed Here
 - CTA (Call to Action) – Listed Here
 - **About Us Email Campaign**
 - Target Audience – Listed Here
 - Purpose of Campaign - Listed Here
 - CTA (Call to Action) – Listed Here
 - **Monthly Newsletter Campaign**
 - Target Audience – Listed Here
 - Purpose of Campaign - Listed Here
 - CTA (Call to Action) – Listed Here
-




Sample - Strategy & Tactics: Social Media Marketing

- Social Media Weekly Campaign Suggestion
 - Monday
 - Content Here
 - Tuesday
 - Content Here
 - Wednesday
 - Content Here
 - Thursday
 - Content Here
 - Friday
 - Content Here
-



More Sample Social Media Campaign Suggestions

- Welcome Wednesday Campaign
 - Target Audience - Listed Here
 - Purpose of Campaign - Listed Here
 - CTA (Call to Action) – Listed Here
 - Giveaway Campaign
 - Target Audience - Listed Here
 - Purpose of Campaign - Listed Here
 - CTA (Call to Action) – Listed Here
 - Price Offer Discount Campaign
 - Target Audience - Listed Here
 - Purpose of Campaign - Listed Here
 - CTA (Call to Action) – Listed Here
- 



Sample - Strategy & Tactics: Webinar Campaign

- Monthly Welcome Webinar Campaign
 - Webinar Content and Process Here



Sample - Measure and Analyze Results!

- Email Marketing
 - New conversions
 - Open Rates
 - Click Through Rates
- Social Media Marketing
 - New conversions
 - Engagement
 - Ad marketing results
- Webinars
 - Registrations
 - Attendees
 - Common questions asked
 - Survey results

Sample Digital Platform Suggestions

- Here will list some digital marketing platform suggestions for your company to potentially use:
 - Webinar Platforms
 - Content Here
 - Email Marketing Platforms
 - Content Here
 - Social Media Project Management Platforms
 - Content Here
 - Video Marketing Platforms
 - Content Here

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