

MARKETING PLAN TEMPLATE



developed by: www.thestartupplaceng.com

Business Name

What We Do

Who Are Our Ideal Customer

Where Do We Find Them

Channels To Get To Them

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The Marketing Plan Template helps you create a simple and applicable marketing plan for your business.

This will give you insight as to who your customers are, why they should buy from you, where to find them and how to get to them.

Here's a simple guide on how to use it:

What We Do:

Go beyond just sharing your product and services to explain the core benefits attached to dealing with you

Product: Website Design; Simple, Responsive and Interactive Website

Who Are Our Ideal Customer:

A short description of who your ideal customer is

Customer: a service based business owner making a turn over of more than 1,000,000 per annum

Where Do We Find Them:

A short description of where you find your ideal customer online and offline

Online: LinkedIn, Facebook Group, Instagram e.t.c

Offline: Seminars, Trade Union e.t.c

Channel To Get To Them:

A short description of what channels is best to communicate with your ideal customer online and offline

Online: Inbox, Messenger, Emails e.t.c

Offline: Phone Calls, Physical Meet up e.t.c

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