

# Marketing Plan Proposal

Prepared by  
[Proposal Point Person]

Presented to  
[Board of Advisors/Directors]



## Overview or Objective

[A marketing plan is a comprehensive document or blueprint that outlines a company's advertising and marketing efforts for the coming year. It describes business activities involved in accomplishing specific marketing objectives within a set time frame. This will be your overall strategy layout.]

# Table of Contents

## 1. Business Summary

- *Company Name*
- *Marketing Leadership Team*
- *Headquarters | Office Locations*
- *Mission Statement | Objective(s)*
- *SWOT Analysis*

## 2. Business Initiatives

- *Overarching initiatives*
  - *Marketing initiatives, goals, metrics*

## 3. Target Market

- *Industry Name*
- *Buyer Persona(s)*
- *Competitive Analysis*

## 4. Market Strategy

- *Product*
- *Price*
- *Promotion*
- *People*
- *Process*
- *Physical Evidence*

## 5. Budget

## 6. Marketing Channels

# Business Summary

Our Company [Company name] is a company headquartered in [location of HQ] with offices in [satellite office locations]. The company's mission is to [mission statement].

## Our Marketing Leadership

[Marketing Leader 1] is [company name]'s [job title of Marketing Leader 1]. S/he will [brief job description of Marketing Leader 1].

[Marketing Leader 2] is [company name]'s [job title of Marketing Leader 2]. S/he will [brief job description of Marketing Leader 2].

[Marketing Leader 3] is [company name]'s [job title of Marketing Leader 3]. S/he will [brief job description of Marketing Leader 3].

[Marketing Leader 4] is [company name]'s [job title of Marketing Leader 4]. S/he will [brief job description of Marketing Leader 4].

## SWOT Analysis

As [company name]'s marketing team, you want to help expands on what it does well, make improvements through feedback and hidden opportunities, and be made aware of areas that could pose as a challenge. Note in this section your SWOT analysis for [current year].

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
[What you're good at. What's working]	[What you want to fix. What you want to strengthen]	[What the industry might soon want. What you think you'll be good at]	[What you think could hinder your growth]
[What your customers like about us]	[What you want to become more efficient at]	[What will be your difference-maker]	[What/who do you think could take your customers]
*Enter strengths here*	*Enter weaknesses here*	*Enter opportunities here*	*Enter threats here*

# Business Initiatives

[Company name] has the ambitious goal of [overarching company goal]. To help the business achieve this, your marketing team will pursue the following initiatives in [current year]:

## Initiative 1

**Description:** [For Example: Over the next 12 months, your team will work on transcribing podcasts to be coupled with your blog property to provide a variety of content in multiple forms as a resource to your customers' burning questions.

**Goal of initiative:** [For Example: Your goal with this initiative should be to increase your website's rank on Google and broaden the awareness of your brand. This content will help your sales team connect with more prospects.

**Metrics to measure success:** [For Example: Your results could be 500 new followers per month yielded from 10 content downloads per month]

## Initiative 2

**Description:**

**Goal of initiative:**

**Metrics to measure success:**

## Initiative 3

**Description:**

**Goal of initiative:**

**Metrics to measure success:**

# Target Market

## Industries

In [current year], you're targeting the types of industries where you'll sell your product/service to reach your customers:

[Industry 1]

This includes [sub-industries where your business should target specific segments of your audience]. [Example: Industry 1: Parents and Childcare Partners. This includes daycares, tutoring centers, local parents & students, etc.]

[Industry 2]

This includes [sub-industries where your business should target specific segments of your audience]. [Example: Industry 1: District leaders and education thought leaders. This includes educational conferences, EdTech developers, etc.]



# Buyer Personas

*Within our target market(s), we've identified the following buyer personas to represent our ideal customers:*

*[Buyer Persona 1]*

*[Buyer Persona 1] Here you will mention the age, occupation and possible hobbies of this person. The kind of day-to-to day life they live. Also, discuss the challenges of capturing the attention of this individual. This will help you with targeting a specific group of people serving relief to their pain or passion points.*

*[Buyer Persona 2]*

*[Buyer Persona 2] Here you will mention the age, occupation and possible hobbies of this person. The kind of day-to-to day life they live. Also, discuss the challenges of capturing the attention of this individual. This will help you with targeting a specific group of people serving relief to their pain or passion points.*

# Competitive Analysis

*Within our target market(s), we expect to compete with the following companies:*

*[Company 1]*

*Products we compete with: [Mention competitor's product/service, what it does, and what may make it better than yours]*

*Other ways we compete: [For example: This competitor does not collect payment for late fees and we do. This may appeal to parents and teachers showing grace, empathy and value for the user by being less transactional than our methods]*

*[Company 2]*

*Products we compete with:*

*Other ways we compete:*

*[Company 3]*

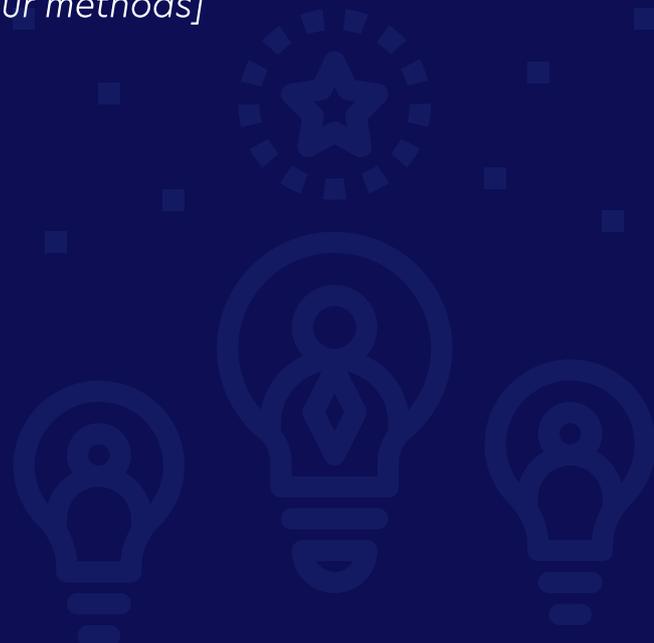
*Products we compete with:*

*Other ways we compete:*

*[Company 4]*

*Products we compete with:*

*Other ways we compete:*



# Market Strategy

## Product

*[Describe the products/services you will introduce to the target market described in the previous section. How will this item solve the pain points from your buyer persona description(s)? What about this item sets your brand apart from others]*

## Price

*[What is your unique selling proposition? Is it competitive in price? Realistic for your target audience's budget? Will you run any promotions/discounts to boost for at minimum first time buyers?]*

## Promotion

*[Think beyond your blog or social media platforms. What about this content mix you choose will drive value into your product?]*

## People

*[What positions of a marketing department have you invested in (Media Specialists, Graphic Designer, etc.)? What will each position do to bring your market strategy success.]*

## Process

*[How will the product/service put on display to your customer? How do you plan to pivot or monitor the process?]*

## Physical Evidence

*[Where is your product placed to be in the face of your consumers? How will you provide awareness of your business? (Social media, website, etc.)]*

# Budget

Over the course of [current year], this will be the stated cash allowance to the Marketing team. This will be the expected investment on the following items to ensure you meet the objectives outlined in your marketing plan:

<b>Marketing Expense</b>	<b>Estimated Price</b>
<b>Marketing Software</b>	
<b>Event 1 [Hosting]</b>	
<b>Event 2 [Attending]</b>	
<b>Content Sponsorship [Time period of campaign]</b>	
<b>Pay-per-click (Google)</b>	
<b>[Add more rows if needed]</b>	
<b>Total</b>	<b>[Total Marketing Team Expense for Current Year]</b>

# Marketing Channels

Over the course of [current year], state what you will launch/refine using the following channels to foster your audience and generate new leads to develop brand awareness.

[Website/Publication 1]

Purpose of channel: [Example: Announcement of Product Expansion]

Metrics to measure success: [Example: 20,000 unique page views per month]

[Website/Publication 2]

Purpose of channel:

Metrics to measure success:

[Website/Publication 3]

Purpose of channel:

Metrics to measure success:

[Social Network 1]

Purpose of channel:

Metrics to measure success:

[Social Network 2]

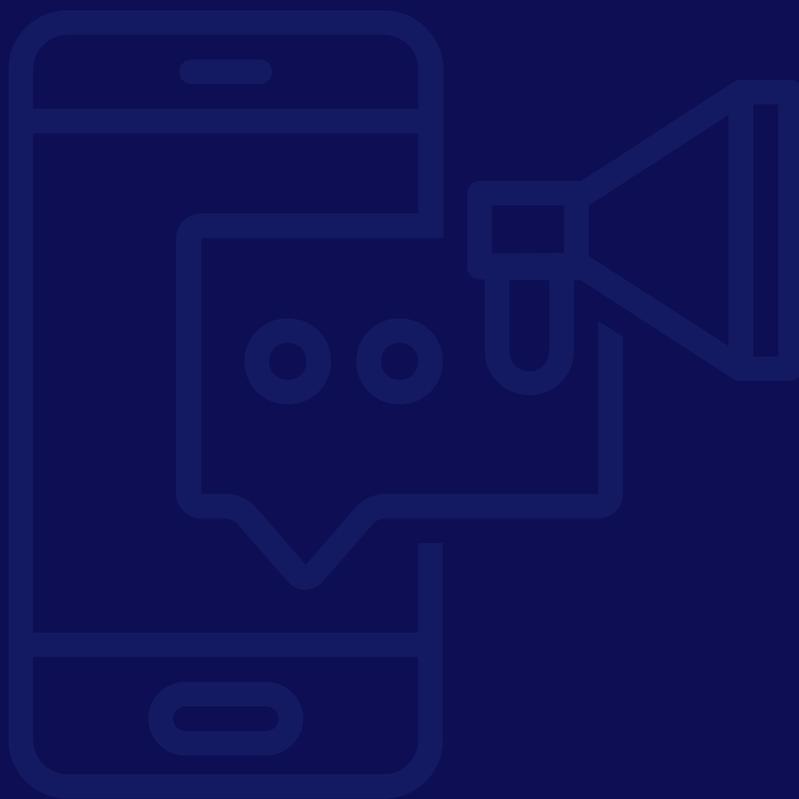
Purpose of channel:

Metrics to measure success:

[Social Network 3]

Purpose of channel:

Metrics to measure success:



By conducting practice case studies and having a test pool for your content, you can show parents and students how to win you over and ace their interview to get into your school. Marketing goals should always coincide with the overall business goals of the school.

These marketing goals should translate into measurable, specific, and realistic results for your institution. Common private school marketing goals should include brand awareness, number of new students, public relations placements, retention rate, ROI on advertising expenditures, and services.

The sweet spot for the number of goals your school should have set will offer high probability, reasonability, and some stretch in your budget and schedule to track success over the year. Ask yourself the following questions:

- Can you realistically do this?
- Have I come close to yielding these planned results with similar efforts?
- Do the numbers, time frame, and budget bandwidth seem practical?
- Have other schools done similar things?

If you answered yes to these questions, then you have set realistic goals for your marketing plan. You will be able to undertake the next school year while planning for the future. This will give your institution a high stake in the playing field amongst the other private schools with a well-executed reflection of: "why your school?"

