

FAVORS SKELETAL MARKETING PLAN TEMPLATE

- I. Front Matter
- II. CEO/President's Welcome Statement
- III. Company Information (Overview)
- IV. Tentative Marketing Plan
 - a. Business Summary
 - b. Business Initiatives
 - c. Market Analysis
 - i. Online Consumer Analysis
 - ii. Customer Analysis
 - iii. Tentative Demographics
 - iv. Test Case
 - v. Education Campaign
 - d. Competitor Analysis
 - e. SWOT Analysis
 - f. Marketing Strategy
 - i. Digital/Online Ads
 - ii. Physical
 - iii. The 7 Ps
 - g. Marketing Channels
 - h. Customer Conversion Tools
 - i. Feedback Form
 - ii. Social Media Buttons
 - iii. Subscription
 - iv. Tagging
 - v. Advertising Campaign
 - vi. eCommerce Store
 - i. Financial Planning & Considerations
 - i. Financial Projections Gap
 - ii. Budget Planning & Considerations
 - iii. Figure. Marketing Company A Cost of Services
 - iv. Social Media Platform Provider A Cost of Services (New)
 - j. Marketing Goals
 - i. Build brand awareness.
 - ii. Drive traffic to website.
 - iii. Create targeted online consumer base.
 - iv. Create buyer's persona(s).



- v. Create customers who buy.
 - vi. Send emails encouraging testimonials.
 - vii. Assess returning customers.
 - viii. Establishing timelines for marketing goals. (New)
- k. Buyer's Persona Template
 - i. Section 1: Who?
 - ii. Section 2: What?
 - iii. Section 3: Why?
 - iv. Section 4: How?
 - v. Sample Buyer's Persona
- l. Customer Segmentation & Analysis
 - i. Goal
 - ii. Purpose
 - iii. Customer Segments
- m. Competitor Benchmark & Analysis
 - i. Goal
 - ii. Purpose
 - iii. Case Studies
- n. Digital Assets
 - i. Paid Media
 - ii. Earned Media
 - iii. Owned Media
- o. Content Strategy
 - i. Paid Media
 - ii. Earned Media
 - iii. Owned Media
- p. Measurement (SMART)
 - i. Specific
 - ii. Measurable
 - iii. Actionable
 - iv. Relevant
 - v. Time Bound
- q. Company A Branded Products
 - i. Websites
 - ii. Books
 - iii. Other Product Types
- r. Conclusion
- s. References/Links
- t. Contact Information



- V. Digital Marketing Strategy Overview
 - a. Vision
 - b. Mission
 - c. Goal Hierarchy
 - i. Critical Assets
 - ii. Business Objectives
 - iii. Marketing Objectives
 - iv. Key Performance Indicators
 - v. SWOT
 - d. Social Media Marketing Plans
 - i. Facebook
 - ii. Instagram
 - iii. LinkedIn
 - iv. Twitter
 - v. YouTube
 - vi. Pinterest
 - vii. Amazon.com
 - viii. Medium.com
 - ix. TikTok
 - e. eCommerce/Online Store
- VI. Event Plan Company Overview
 - a. Existing Marketing Goals
 - b. Event Primary Goal
 - c. Thematic Fit
 - d. Areas of Responsibility
 - e. Budget Guidelines
 - f. Event Branding
 - g. Event Planning Contracts
 - h. Technology Tools
 - i. Measuring Success
 - j. Case Study: Sample Event, Book Fair A
- VII. About Company A Overview
 - a. Vision
 - b. Mission
 - c. Purpose
 - d. Disclaimer
- VIII. About Digital Services Company Provider A
 - a. Mission
 - b. Purpose



- IX. Appendices
- X. About the Author/Writer/Document Preparer
- XI. List of Links, Social Media Handles, Websites, Products
- XII. Additional Information such as Fair Use Disclaimer
- XIII. Bibliography & Useful Resources
- XIV. Contracts & Request for Marketing Proposals

RESOURCES: FAVORS MARKETING LESSONS 101

You can find the following titles on [Amazon.com/author/reginayfavors](https://www.amazon.com/author/reginayfavors):

[Favors Marketing Lessons 101: A Workbook & Action Planning Guide](#)

[Favors Marketing Lessons 101: Basics for Creating the Buyers' Personas, A Workbook & Action Planning Guide](#)

[Favors Marketing Lessons 101: A Brief Guide to Digital Marketing](#)

[Favors Marketing Lessons 101: Digital Ads Collection & Planning Workbook, A Companion](#)

[Favors Marketing Lessons 101: Tentative Marketing Plan Template Workbook](#)

[Logo + Branding: Business & Sales Plan Basics Workbook](#)

[Logo + Branding: Business Planning Basics & Sales Planning Presentations, An Active Listening Companion](#)

FAVORS MARKETING SCHOOL ONLINE COURSE

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Favors Marketing Solutions

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