Marketing Plan

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | |  |
| Store Number/Name | Address | | Plan Date |
|  | |  | |
| Store Manager | | District Manager | |

# Background

**Target Audience / Traffic Drivers / Customer Trends**

<Put information about your target audience here. Provide a summary of the information you found in your Trade Area Assessment. Break this into three different sections – target audience / traffic drivers / customers trends - based on the quantity of information you may have.>

**Competitive Review**

<Provide a summary of information about your competition.>

**Financial Goals**

<Outline your financial goals - sales, transactions, average ticket, etc – that you hope to achieve in implementing this plan.>

**Budget**

<What is the total amount you are allocating to spend to implement this plan? Consider a budget for cash, supplies and labor.>

# Goals

1. **<SMART Goal Here>**
2. **<SMART Goal Here>**
3. **<SMART Goal Here>**

# 1. <First SMART Goal Here>

| Strategy | Marketing Activity | Timing | Investment |
| --- | --- | --- | --- |
| <Strategy 1> | <Marketing Activity 1 + notes> | April 23, 2013 | $15,000 |
|  | <Marketing Activity 2 + notes> |  |  |
|  | <Marketing Activity 3 + notes> |  |  |
| <Strategy 2> | <Marketing Activity 1 + notes> |  |  |
|  | <Marketing Activity 2 + notes> |  |  |
|  | <Marketing Activity 3 + notes> |  |  |
|  |  | **Total** |  |

# 2. <Second SMART Goal Here>

| Strategy | Marketing Activity | Timing | Investment |
| --- | --- | --- | --- |
| <Strategy 1> | <Marketing Activity 1 + notes> | April 23, 2013 | $15,000 |
|  | <Marketing Activity 2 + notes> |  |  |
|  | <Marketing Activity 3 + notes> |  |  |
| <Strategy 2> | <Marketing Activity 1 + notes> |  |  |
|  | <Marketing Activity 2 + notes> |  |  |
|  | <Marketing Activity 3 + notes> |  |  |
|  |  | **Total:** |  |

# 3. <Third SMART Goal Here>

| Strategy | Marketing Activity | Timing | Investment |
| --- | --- | --- | --- |
| <Strategy 1> | <Marketing Activity 1 + notes> | April 23, 2013 | $15,000 |
|  | <Marketing Activity 2 + notes> |  |  |
|  | <Marketing Activity 3 + notes> |  |  |
| <Strategy 2> | <Marketing Activity 1 + notes> |  |  |
|  | <Marketing Activity 2 + notes> |  |  |
|  | <Marketing Activity 3 + notes> |  |  |