

## Week Four – Supporting Document One

# Marketing Plan Template

Marketing Plan for (Product Name): \_\_\_\_\_

Business Name: \_\_\_\_\_

Target Audience Description :

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Online Marketing Channels Chosen (Social Media Sites, Forums, Amazon, Own Website etc):

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This image shows a single page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for writing. There are no margins, text, or other markings on the paper.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

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If paid, what is your budget – per day / week/ month ?

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Will you do any sales, specials, or other offers to support this promotion ?

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Who will do the promoting ? Where ? and how often ?

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Date to Start promotion: \_\_\_\_\_

What will the promotion timing cycle be ? How long between repeat promotes in the same place ?

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How will you record the ROI from your promotion ? What will you do to capture which ways of promoting get you the best results ?

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