MOXIE CREATIVE

Simple Marketing Plan Template

The following template will work for any business, big or small. It answers all the questions you answered above, giving you the confidence to take action.

GOAL

In this space, write down your overall goal. You can have multiple, but remember to keep it SMART and in alignment with your business goals.

Examples: *Build Brand Awareness, Rank Higher In Search Results, Increase Website Traffic, Boost Brand Engagement, Generate Qualified Leads, Increase Revenue*

BUDGET SUMMARY

This might seem a little backward, but it will help get the wheels rolling. Once all of your tactics are defined in the next section of your plan, you may need to come back and adjust. That's okay. We want you to be upfront about how much money you can spend before you plan your little heart out. No one wants to be disappointed.

SPEND	TACTIC

PLAN

It's finally time to write your plan. Here, you'll think about all the tactics, or actions you'll take to accomplish your listed goals. This can be cumbersome, or it can be really simple. We prefer the simple route! After all, remember who you're showing your plan to. It's likely a team of people who are not marketing experts. Make it easy to understand.

Tactic Breakdown: your plan will likely have multiple. The first thing you see is the spend. This is what leadership wants to know. Then, it's the what (tactic), why (goal), and how (bullet points).

ANNUAL SPEND	MONTHLY SPEND	TACTIC
$000.00	$000.00	[WHAT] - Paid Social Ads [WHY] - Brand Awareness/Lead Gen [HOW] - Facebook/Instagram; Reach an additional # of people; Target Audience ; Customized to allow each location; Consistent Campaign Design; Soft sell

Repeat!

Continue with this flow until you've listed all the tactics to accomplish your goals. Once you're done, remember to circle back to the budget summary.