



1 Page Marketing Plan Template



The
Business
Toolkit

SURVIVE
THRIVE &
COVID-19

Why use this template: This template is a quick means to assess your marketing plan. It covers the basics of a more extensive marketing plan (template also available as part of this module). This one pager template may be used as a summary of the more extensive plan to create transparency on its key components and to make it more accessible. Alternatively, this one-pager plan may also be used in substitution of the more extensive plan, if your business requires a less extensive marketing strategy (e.g. working in B2B with only a handful of long-term clients).

When to use this template: This template should be used when:

- 1) You want a quick overview of your companies marketing plan
- 2) You do not have a marketing plan and need to start somewhere
- 3) Your organisation is small enough that an extensive plan is not needed (at the moment)
- 4) You want to keep the key elements of your plan visible and accessible

ONE-PAGE MARKETING PLAN TEMPLATE

CATEGORY	DESCRIPTION
BUSINESS SUMMARY	<i>describe your business in 1 sentence explaining what it does and how your business does it</i>
BUSINESS OBJECTIVES	<i>describe your mission in one sentence or if a brief bullet list (not more than 3 things)</i>
THE PROBLEM	<i>describe the customers problem you are solving</i>
OUR SOLUTION	<i>describe the solution that will mee the customers problem</i>
COMPETITIVE ADVANTAGE	<i>describe what your competitive advantage is in providing that solution</i>
TARGET MARKET	<i>describe clearly and succinctly who the target market is</i>
MARKETING STRATEGY & OBJECTIVES	<i>describe clearly what the objectives are of the marketing department (should be aligned to business goals)</i>
FINANCIAL REQUIREMENTS	<i>estimate the financial capital or budget required</i>

ACTION PLAN

CATEGORY	ACTION	OWNER	DATE	COST
PRODUCT	<i>describe the actions to be taken around the product</i>	<i>assign accountability</i>	<i>when the action is to be completed</i>	<i>what that action will cost</i>
PRICE	<i>describe the actions to be taken around the price</i>			
PLACE	<i>describe the actions to be taken around the place</i>			
PROMOTION	<i>describe the actions to be taken around the promotion</i>			
MARKETING CHANNELS	<i>describe the actions to be taken around the marketing channels to be used</i>			
PERFORMANCE STANDARDS	<i>describe the actions to be taken around the performance standards to be used</i>			
RESULTS MEASUREMENT METHODS	<i>describe the actions to be taken around measuring the results</i>			
REVIEW				