



Marketing Plan Worksheet

Use this document as a template to create your own marketing plan. Answer the questions and fill in the information as best you can. You may not have all this information. That's okay. Remember the marketing plan is a working document meant to help you in your business. Use it as a tool.

General Description

Describe your business. Complete this section last.

- What are you selling?

- Who are you selling to?

- How are you going to sell?

- Where are you going to sell?

- How much time are you going to devote to selling?

- Why are you doing this? What is your purpose?



Products and Services

Describe in depth your products or services.

List all of the products or services you will be providing. Describe the size, style, type, colors, format, media, design, theme, etc.

Then describe your product or service from your customers' point of view. Along with each product list:

- The most important features. What is special about it?
- The benefits. What will it do for the customer or how will it make them feel?



Market research

Find out what is selling and where. Here are some suggestions for where to get this information:

- Extensive reviews of shows by state: <http://www.artshowreviews.com/>
- Use Google to get information about shows. Note: if you can't find out anything about a show or other venue through Google or Facebook then your customers probably can't either.
- Get information from trade journals, magazines, census data, demographic profiles, industry associations, and chambers of commerce.
- Customer income information: <http://www.richblockspoorblocks.com/>
- Gather your own data. Visit a show. Do a traffic count. Observe what is selling. Check if customers are carrying packages.
- What are the current trends? Colors, styles, sizes, etc.
- Is your target market currently buying?
- <http://www.score114.org/> - This is the local Orange County chapter of SCORE, the Service Corp for Retired Executives. They have many resources available on the website including information on how to write a business plan. They also give free or low cost workshops.



Customers

Demographics: Identify your targeted customers, their characteristics, and their geographic locations. It helps to give your customer a name. Describe your customer so that you feel like you are talking or selling to a person, not just a face in the crowd.

Describe your customer:

- Age
- Gender
- Location
- Income level
- Social class and occupation
- Education
- Other (art collector, craft show junkie, new home owner, etc.)

Niche

In one short paragraph, define your niche, your unique corner of the market. What is your focus? What do you do that no one else does?



Strategy

Outline a marketing strategy that is consistent with your niche.

Promotion - How will you get the word out to customers?

Advertising: What media, why, and how often?

What low or no cost promotional methods can you use? Social media, blogging, word of mouth, e-mail, public speaking, etc.

What image do you want to project? How do you want customers to see you?

Do you have or need a logo?

Do you have a system to identify repeat customers and then systematically contact them?

Do you have a mailing list?



Promotional Budget

How much will you spend on the items listed above? Fixed amount, or as a percentage of income.

How much time will you spend on the activities listed above?

Pricing

Describe your method of setting prices.

Compare your prices with those of the competition. Are they higher, lower, the same? Why?

How important is price? Do you anticipate your intended customers will make their purchase decisions mostly on price?

