

# Marketing Plan Executive Summary Template

## Business profile

A description of your business and the people involved in your team.

Here, it's all about telling your story. Provide a short overview of the history of your brand, including the size of its current customer base (if there is one), its structure, sales figures, along with the skillsets/expertise of the people involved and their relevance in helping you achieve your goals.

Include other professionals involved with the operation too, such as your suppliers, accountants and marketing experts.

## Market Trends

A description of the key market trends and the products/services you are marketing.

Here, you are delving into your marketplace and specific industry sectors to explore the core trends shaping and impacting them. What factors are influencing their evolution? How are they innovating? Who is listening and engaging?

Describe the product or services clearly and concisely. Outline their unique selling proposition (USPs). These highlight the reason/s people will buy your product or service over your competitors' offering.

## Target Audience

A description of your customer base, where you will find them, and how you will target them via specific marketing activities to reach your goals.

Describe the characteristics of your target audience/s and how you identified these.

Explain where you will find them and how you will target them. Note your promotional strategy, i.e. the communication channels and implementation of software or specialists to support your marketing activities and materials, along with the main objectives of these and their associated timelines.

Detail what the core marketing priorities are and specify whether these relate to key business activities, such as the launch of a new product/service or entry into a new marketplace. Outline your distribution strategy, explaining how you will deliver the product or service (e.g., online through downloadable content or conference calls, by post for a physical product or in-person when offering specific types of service).

## Finance Summary

A summary of the financial planning and projections of the project to manage budgets. Support both short-term and long-term marketing activities with clearly defined financial information. This should outline the associated budget attached to each activity and the metrics used to measure its success.

## Overall Objectives

A summary of the overall objectives of the project and the strategies you will employ to achieve them.

This is effectively an overview of the executive summary. As succinctly as possible, explain your overall objectives and the strategies you will use to achieve these.