MARKETING PLAN FOR [YOUR COMPANY]

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| **Mission statement** |
| *Be specific – talk about the experience you want your customers to have* |
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| **Target Market/Niche** |
| *This is a description of the type of person/business you want to attract* |
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| **Competitors** |
| *List the items or experiences that compete with your businesses for your client’s attention* |
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| **Opposition** |
| *List the businesses you feel are your opposition for your client’s expenditure* |
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| **Goals** |
|  *Be specific about what you want to achieve and by when**
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| **KPIs** |
|  *These need to relate back to the goals and detail how you will know you have been successful**
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| **Strategies** |
| *These need to relate back to the goals and detail the steps you will take to meet the KPIs* *
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