



THERESA SHERIDAN DESIGNS

Web, print & marketing for the western world

Sample Marketing Plan

Category	Strategy
Target Market	{Insert your target audience here}
Positioning Statement	{Your USP or slogan here}
Offering to customers	<p>Offers are special deals you put together to secure more new customers and drive past customers back to you.</p> <p>Offers may include free trials, money-back guarantees, packages (e.g., combining different products and/or services) and discount offers. While your business doesn't necessarily require offers, using them will generally cause your customer base to grow more rapidly.</p>
Price Strategy	Price 10% above our closest competitor (be specific here).
Distribution	Website, auctions, client referrals, printed catalogs
Promotion Strategy	There are numerous promotional tactics, including press releases, YouTube videos, trade shows, social media, etc.
Conversion Strategy	<p>These are the techniques you will use to convert prospective customers into paying customers.</p> <p>Social Proof (testimonials), free giveaway in exchange for an email address, improving your print collateral, etc.</p>
Joint Ventures & Partnerships	Team up with others in your industry to provide complete packages to customers that can't be found anywhere else. You can charge premium prices for this as it's unique and exclusive.
Referral Strategy	How can you entice existing customers into referring new customers to you?
Retention Strategy	Don't forget to reward your existing customers for their loyalty!
Marketing Research	Conduct customer audit and identify new market opportunities
Any other component of your marketing plan	