



**ROBIN SAMORA**  
MARKETING & PR EXPERT

## 2023 Marketing Plan Template

**Situational Overview.** Write about where you are in your business and where you want to go. Also, include a business description and any important factors you want to share; for example, three competitors in my field went out of business last year, the most influential went to jail for fraud, etc. This section may also be expanded to include geography and seasonality.

**Competitive Landscape.** You know your competitors off the top of your head, but there may be a newcomer or outlier. Spend time researching and documenting nitty-gritty details on your competitors. Look at their websites. What are the differentiators in all key areas, for example, services, pricing, delivery, commitment, style, etc.?

**Industry Trends.** In this section, research information and data that supports the company's goals. Upcoming trends may affect your brand now or in the future. Sometimes apps might affect your business or market share. Pay attention to what's coming down the pike, so you don't get blindsided.

**Marketing Objectives.** List out your goals for each of your business lines and be specific. Not just "I want to sell more bananas." Rather, "I want to be the top banana wholesaler in New England and increase the number of wholesale accounts from 200 to 600 in 2023." That's a 300% increase which is measurable.

**Multi-Platform Branding.** This is where you research what your company and owned media channels look like from a brand point of view. I'll be honest. The results may surprise you.

Old photos, addresses, taglines, forgotten directories, links that go to your competitors (for real, it has happened). You need a strong, consistent brand image and messaging 24/7 because your brand never sleeps. You also deserve equal pop and recognition wherever you're listed.

**Target Audiences.** Just because the target audience is listed as #6 in the marketing plan template, that doesn't make it any less important than other elements. Go deep here based on your findings and look at current and new target markets. This is an area also where your actual revenue numbers might tell a different story than what's in your head. My suggestion is to pick three top target markets for your marketing plan. Otherwise, you'll run the risk of being overwhelmed (not a place to show off your creative genius.)

**Collateral and Marketing Material.** Next, look at your website in-depth. Have someone else check out your site, and don't get cranky if they make suggestions. See what's right, what's wrong, what's working, and what can be improved.

This section of the marketing plan template includes a review of current marketing materials, brochures, etc. Every website on the planet can make improvements. The key is to keep current with updates, so you're not involved in a total rebuild. Little by little is fine if you're on a budget.

**Outreach.** This section is key to your 2023 annual marketing plan calendar. From your dedicated research and short-term and long-term goals, look at the following marketing channels to see where there's a fit. Remember to stretch and target **new marketing opportunities** that make sense. The Same Old Same Old that isn't working won't probably work again.

- Email marketing, personalization, segmentation
- Blogging, yours, guest blogger's
- Networking, virtual, in-person
- Referral marketing, partnerships
- Community and Civic engagement
- Public Relations: there's an entire training on that
- Events: Virtual, live, sponsored
- Speaking gigs, webinars, social media 'live'
- Video: video, video- an awesome way to repurpose content

**Social Media and Digital Advertising.** We can't say enough about social media so let's just say it's important and perhaps more critical based on your business model and type. I may get a lot of haters and say 'sales are key to growth and staying in business', so be mindful about the amount of time you spend per platform.

Review your competitive analysis and your own data to find the two or three social media channels best for your business. If that's still too much to think about, start with one. Baby steps are better than no steps, and confidence builds quickly when you know what you're doing, you're engaging an active audience, and your bank account is growing every month.

**Appendix.** Add relevant research here to prove your findings, articles that support your new direction, and keywords. We usually add social media best practices, all kinds of amazing ideas, and statistics. You may or may not decide to do that. Ultimately, it's your marketing plan!

**Bottomline.** A marketing plan that's well thought out and designed to meet your specific goals can make the world of difference, personally and professionally. We hope this marketing plan template will allow you to reach your goals in 2023.

If you're looking for a marketing and public relations consultant to write a plan for you — and maybe even get it covered by a small business grant, [let's connect](#). Either way, you'll get the best from me and my very talented marketing team.

## MEET ROBIN SAMORA



Robin Samora helps small and mid-size businesses increase sales, connect with customers, and gain visibility. Whether it's writing customized marketing plans for clients or working 1-2-1 to meet their goals, her focus is clear – to get results. Using a variety of marketing strategies, Robin advises business owners on how to stand out, gain credibility, and bring in the business they deserve.

Find out how Robin can help you. Schedule a no-cost call [here](#).

