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THE ULTIMATE MARKETING PLAN TEMPLATE

Big dreams for 2025? Let's make them happen. The 2025 Marketing Plan Template is your step-by-step guide to growing your business and keeping your sales pipeline full. This easy-to-use tool helps you craft a personalized plan aligned with your goals.

Ready to get started? Let's go!

SITUATIONAL OVERVIEW

Write about where you are in your business and where you want to go. Also, include a business description and any important high-level updates on competitors, the industry, and recent trends that are relevant or important to share.

BRIEF SUMMARY:

Example: We are a Boston-based security business that provides security services for residential and businesses in New England.

MISSION STATEMENT:

Example: To protect businesses and homes through reliable security solutions and provide our customers peace of mind.

COMPANY VALUES:

Example: Integrity, Reliability, Professionalism, Safety, Community

DIFFERENTIATORS:

Example: We offer 24/7 monitoring and support, paired with fast, dependable on-site service and swift turnaround times.

- 1.
- 2.
- 3.
- 4.

CUSTOMER PAIN POINTS:

Example: Delayed response times or false alarms can lead to operational disruptions and lost revenue.

- 1.
- 2.
- 3.
- 4.

INDUSTRY RESEARCH & CHALLENGES:

Example: The U.S. security services industry is expected to grow 4.3 percent annually due to increasing demand.

MARKETING OBJECTIVES

Kick start your plan by summarizing your marketing objectives and what you want to accomplish.

As you're setting your marketing goals, here's a quick guide to keep things on track:

- **Start with the Big Picture:** What are your business goals? Your marketing objectives should help you reach them.
- **Do Some Digging:** Research your audience, scope out the competition, and keep an eye on market trends. Knowledge is power!
- **Pick the Right KPIs:** Track a few key metrics that actually show how you're doing. No point in tracking stuff that doesn't matter.

And hey—don't forget to make those goals SMART (Specific, Measurable, Achievable, Relevant, Time-bound). Just like you!

PRIMARY OBJECTIVES:

Example: Grow revenue to \$1 million annually by Q4 2025.

- 1.
- 2.
- 3.
- 4.

SECONDARY OBJECTIVES:

Example: Boost brand recognition and awareness by increasing social media engagement by 25 percent.

- 1.
- 2.
- 3.
- 4.

TARGET MARKET

When you're putting together your marketing plan, dig into what you know about your audience. Stick to three key target markets to start. If you try to focus on too many, you might end up feeling overwhelmed.

Keep it simple and focus on these three areas, for a clearer picture of your audience.

- **Demographics:** Who are they? Look at age, gender, income, education, job, etc.
- **Geographics:** Where do they live? Describe their city, climate or culture of the area.
- **Psychographics:** What matters to them? What are their interests, struggles, dreams, and goals?

TARGET AUDIENCE #1:

Example: Homeowners in New England aged 30-60 with middle to upper-middle income levels looking for trusted security solutions to protect their homes and families.

1.

2.

3.

TARGET AUDIENCE #2:

1.

2.

3.

TARGET AUDIENCE #3:

1.

2.

3.

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.?

COMPETITOR #1:

Example: Regional security companies with similar alarm systems, surveillance, and monitoring services with less personalized, community-focused support.

1.

2.

3.

COMPETITOR #2:

1.

2.

3.

COMPETITOR #3:

1.

2.

3.

MARKETING COLLATERAL & PLATFORMS

Next, look at your current print and digital marketing, including your website, in-depth. See what's right, what's wrong, what's working, and what can be improved.

PAST & CURRENT MARKETING EFFORTS:

Example: We use LinkedIn, Facebook, and Instagram and run Google ads to generate leads for specific campaigns.

WEBSITE:

Example: Our website is 5 years old and should be refreshed with new branding and up-to-date information about our services.

- 1.
- 2.
- 3.
- 4.
- 5.

SEO:

Example: Incorporate keywords to improve SEO and rank higher on blog and website.

- 1.
- 2.
- 3.
- 4.
- 5.

EMAIL MARKETING:

Example: Segment email addresses by business line: residential and business. Tag as customer or prospect.

- 1.
- 2.
- 3.
- 4.
- 5.

SOCIAL MEDIA:

Example: Use LinkedIn to network with potential business customers two to three times a week for 15 minutes.

- 1.
- 2.
- 3.
- 4.
- 5.

PRINT/DIGITAL COLLATERAL:

Example: Update direct mail pieces to describe new products and services; include specific calls to action (CTAs).

- 1.
- 2.
- 3.
- 4.
- 5.

OUTREACH

This section is key to your 2025 annual marketing plan calendar. From your research and goals, look at the following opportunities to see what fits. Identify at least three outreach areas to add to your marketing plan.

- **Blogging/Podcasting:** Start, promote, or improve your own or be a guest on others.
- **Networking:** Look for associations and organizations to connect with, online or in person, to grow your business.
- **Referral Marketing:** Identify potential partnerships to reach more customers and grow your brand's reach.
- **Community/Civic Engagement:** Choose causes that matter to you and look for local opportunities to get involved.
- **Public Relations:** Get your story out there and let the world know you're the expert. (Need help? We have Digital PR training.)
- **Events:** Join or create your own virtual, in-person, and sponsored events and opportunities.
- **Speaking:** Find gigs at conferences, serve on panels, host engaging webinars, and stream live on social media.

Fill in the outreach areas you've identified with strategies for each in the boxes below.

OUTREACH AREA #1: Select One

- 1.
- 2.
- 3.
- 4.
- 5.

OUTREACH AREA #2: Select One

- 1.
- 2.
- 3.
- 4.
- 5.

OUTREACH AREA #3: Select One

- 1.
- 2.
- 3.
- 4.
- 5.

OUTREACH AREA #4: Select One

- 1.
- 2.
- 3.
- 4.
- 5.

OUTREACH AREA #5: Add Your Own

- 1.
- 2.
- 3.
- 4.
- 5.

MARKETING CALENDAR

You've got a lot to accomplish in 2025. Plot out your strategies on the marketing calendar below.

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER


NOVEMBER

DECEMBER

MAKE A PLAN

Phew! You're almost done. Review your marketing strategies. How often do you need to complete each action item to be successful? Break it down by frequency in the chart below.

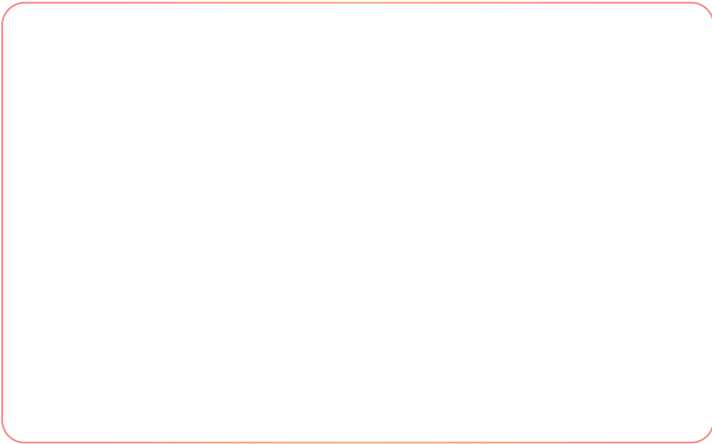
ONE-TIME ONLY



DAILY



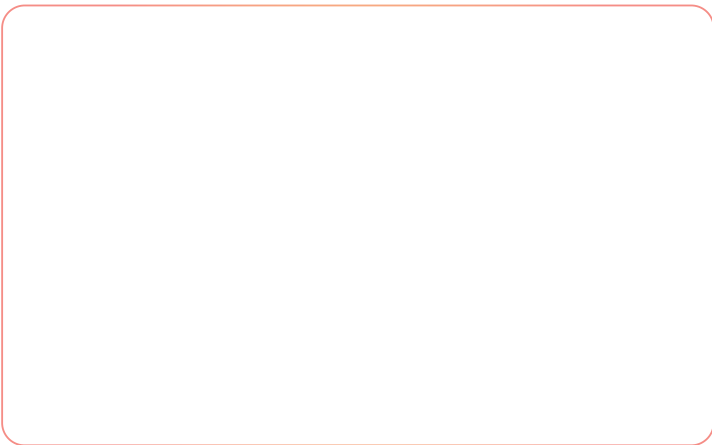
WEEKLY



MONTHLY



QUARTERLY



ANNUALLY





ROBIN SAMORA
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Level the playing field with a small business grant to pay for your training and bonus marketing plan.

Get expert marketing training and advice on how to boost sales, increase visibility, build a following, attract employees, and enhance your reputation. All creative ways to get your business noticed!



WEEKLY TRAINING



SHORT ASSIGNMENTS



LIVE SESSIONS



EMAIL SUPPORT



STEP-BY-STEP GUIDANCE



BONUSES

Massachusetts small businesses and nonprofits with W2 employees, this one's for you. You're probably eligible for the "best secret" in town, an Express Grant from the Commonwealth of Massachusetts.

Ready to up your marketing game in 2025? **Let's have a conversation.**
Connect with me on [LinkedIn](#) and check out [Marketing Mambo](#) while you're there!

[ROBINSAMORA.COM](https://robinsamora.com)