

ONE PAGE MARKETING PLAN TEMPLATE

MARKETING CHANNELS

Marketing Channel <small>EX: LINKEDIN EMAIL</small>	
Tactics/ Activities	
Timeline	
Paid Advertising Budget	

TARGET MARKET

Target Audience Profile

Demographics

Psychographics

Pain Points

MARKETING GOALS AND OBJECTIVES

<u>Goals</u> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<u>Objectives</u> <hr/> <hr/> <hr/> <hr/>
	<u>KPIs</u> <hr/> <hr/> <hr/> <hr/>

CONTENT CALENDAR

Month	Content Theme <small>EX: EDUCATIONAL, ENERGY MYTH BUSTING</small>	Content Type <small>EX: EMAIL, SOCIAL MEDIA, WEBSITE PAGE</small>	Publication Schedule <small>EX: 1 POST PER WEEK, 1 EMAIL PER MONTH</small>
JAN			
FEB			
MAR			
APR			