



2025 Marketing Plan Worksheet

Let's work together to make 2025 your most successful year yet!

1. Business Overview

- **Business Name:**
 - **Tagline/Slogan:**
 - **Mission Statement:**
 - **Key Products/Services:**
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2. Target Audience

- **Primary Audience:** Who are your ideal customers? (Age, Gender, Location, Interests)
 - **Pain Points:** What problems does your product/service solve for them?
 - **Buying Behavior:** Where and how do they shop?
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3. Competition Analysis

- **Top Competitors:**
 - **Strengths of Competitors:**
 - **Opportunities to Differentiate Your Brand:**
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4. Marketing Goals

- **SMART Goals:** (Specific, Measurable, Achievable, Relevant, Time-bound)
 - Example: "Increase website traffic by 20% in Q1 2025."
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5. Marketing Channels

- **Social Media Platforms:** (e.g., Instagram, LinkedIn, TikTok, etc.)
 - **Content Strategy:** (e.g., Blogs, Videos, Email Campaigns)
 - **Offline Channels:** (e.g., Events, Flyers, Direct Mail)
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6. Budget Overview

- **Marketing Budget for 2025:**
 - **Allocation by Channel:**
 - Example: 40% Digital Ads, 30% Content Creation, 30% Event Sponsorships
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7. Action Plan

- **Immediate Next Steps:**
 - Example: Update website, create social media content calendar, schedule ads
 - **Key Deadlines:**
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8. Key Performance Indicators (KPIs)

- **How Will You Measure Success?**
 - Website traffic (Google Analytics)
 - Social media engagement (likes, shares, comments)
 - Conversion rates (sales, sign-ups)
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