

SMALL BUSINESS MARKETING PLAN

A Practical Template by Launch Marketing Solutions

launchmarketingsolutions.com

How to use this template

This template is designed to help you build a marketing plan that is clear, focused, and actually actionable. Work through each section in order. Be honest about where you are right now. The goal is not a perfect document. The goal is a plan you will actually use.

Each section includes prompts and examples in italics to guide you. Delete the examples as you fill in your own answers.

Need help filling this out? Book a free consultation at launchmarketingsolutions.com

SECTION 1: BUSINESS OVERVIEW

The Basics

Business Name: _____ Industry: _____

Website: _____ Phone / Email: _____

What does your business do (in one sentence): _____

How long have you been in business: _____

Where do you operate (local, regional, national, remote): _____

Your Current Marketing Situation

→ What marketing are you currently doing? What is and isn't working?

Currently doing: _____

What's working: _____

What's not working: _____

Biggest marketing frustration right now:

SECTION 2: GOALS

Set 2 to 4 specific, measurable goals for the next 6 to 12 months. Vague goals like 'get more customers' are hard to work toward. Specific goals like 'generate 20 new leads per month by Q3' give you something real to aim for.

Goal	How We'll Measure It	Target	Deadline
Increase website leads	Form submissions / month	20/month	Q2 2025
Grow social following	Followers on Instagram	+500	6 months

Your Bigger Picture

→ Where do you want the business to be in 12 months? What does success look like?
12-month vision:

What would have to be true for you to consider this year a success:

SECTION 3: YOUR AUDIENCE

Who Are You Trying to Reach?

The more specific you are here, the easier every other part of your marketing becomes. If you serve more than one audience, fill this out for your most important one first.

Demographics Age, location, job title, income, business size, industry	Psychographics Values, challenges, goals, what they read, who they trust

What Does Your Audience Care About?

→ What is their biggest problem or frustration that you solve?

Their problem: _____

What they have tried before that hasn't worked: _____

What they really want (the outcome, not the service): _____

→ Example: They don't want 'a logo.' They want to look credible and get taken seriously.

SECTION 4: YOUR MESSAGE

What Makes You Different?

→ Why should someone choose you over the competition? Be specific. 'Great service' doesn't count.

Your key differentiator: _____

What do your best clients say about working with you: _____

What do you do that competitors don't or won't: _____

Your Core Message

Fill in the blanks to build your positioning statement. This is not your tagline. It is the internal compass for all your marketing.

We help _____ (your audience)
who struggle with _____ (their problem)
by _____ (what you do)
so they can _____ (the outcome they want)

→ Example: We help small business owners who are tired of wasting money on marketing that doesn't work by building clear strategy and executing it properly, so they can grow with confidence.

SECTION 5: CHANNELS AND BUDGET

List the marketing channels you plan to use, what you want each one to accomplish, your monthly budget, and who is responsible. Only include channels you will actually commit to.

Channel	Goal for This Channel	Monthly Budget	Who Owns It
Google Ads	Lead generation	\$500	Agency
Instagram	Brand awareness	\$200	Internal
Email	Nurture leads	\$0	Internal

Total Monthly Marketing Budget

Total Budget: _____ Total Ad Spend: _____

What is off the table (channels or tactics you are not doing right now and why): _____

SECTION 6: 90-DAY ACTION PLAN

Break your plan into three monthly phases. Month 1 is always about foundations. Month 2 is about launching. Month 3 is about optimizing.

Phase	Priority Actions	Success Looks Like
Month 1	Audit current marketing, set up tracking, define messaging, finalize channels	Foundation in place, baselines established
Month 2	Launch campaigns, publish first content pieces, start email sequence	Campaigns live, first leads coming in
Month 3	Optimize based on data, double down on what's working, review and adjust	Measurable improvement vs. Month 1 baseline

Quick Wins (Things You Can Do This Week)

→ List 3 to 5 things you can do in the next 7 days to move your marketing forward.

- Example: Update your Google Business Profile with current hours and photos
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SECTION 7: HOW YOU WILL MEASURE SUCCESS

Pick 3 to 5 key metrics you will track every month. Do not track everything. Track the numbers that tell you if your marketing is working.

Metric	Where You Track It	Monthly Target
Website visitors	Google Analytics	500/month
New leads or inquiries	CRM / email / form	10/month
Ad spend vs. leads	Ad platform + CRM	Cost per lead under \$20
Social reach or engagement	Platform insights	5% engagement rate

Monthly Review Checklist

- Did we hit our lead or traffic targets?
- Which channels performed best?
- What did we spend vs. what did we get back?
- What do we stop, start, or keep doing next month?
- Is our core message still resonating with our audience?

Not sure where to start? We can help.

Book a free 30-minute marketing consultation at launchmarketingsolutions.com

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