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Cv templates for marketing graduates

Marketing plans include strategies to promote and advertise a business, as well as details on how to implement such strategies. This ensures that a company achieves its sales and growth goals. To create your own marketing plan, write an executive summary, conduct market research, determine the right strategies, and create a plan to execute those strategies. If you're a small business, you might feel like you don't have time to put together an effective marketing plan. Don't drop it; instead, leave it to professionals like Hibu's. Its expert and economical marketing management helps you quickly achieve your marketing goals. In addition, all services are tailored to your needs and budget. Get your free advice today. Visit [hibu Marketing Plan Template Download](#) our free marketing plan template below for an easy-to-follow way along with our step-by-step guide to creating a marketing plan. It includes space for adding general marketing goals, strategies, and marketing channels, making sure you don't forget any key elements. Get the template in the format you prefer below. **Marketing Plan Template - Cover** How to write a 7-step marketing plan To write a marketing plan, first write the executive summary. Then, set your marketing goals, conduct competitive research, define your target audience, create a usable marketing strategy (including your brand strategy), set your marketing budget, and set up a performance monitoring plan. Here's how to write a marketing plan in seven steps: 1. Write your executive summary The first step in creating a marketing plan is to write the executive summary; this summarizes your business in just two paragraphs and includes an overview of your mission/business history, marketing goals, key milestones, key metrics, awards, and your vision for the future. You'll use it to frame your marketing goals, and you can use it as a marketing side. Here are the five elements commonly included in an executive summary: A brief introduction to your business marketing goals Key milestones and overview of the best Vision & Achievements metrics at the enterprise level To start writing your marketing executive summary, briefly explain what your business is and does in one or two sentences. Example: TitanXG Technologies is an American manufacturer of military-grade robust tablets. With a basic explanation of your business, create a more creative and seductive version. This could lead to a more descriptive language to help a customer better understand what the company does or how it does it differently than competitors. Example: As the world's leading manufacturer of military-grade intelligence tools, TitanXG Technologies is reinventing robust mobile technology for the professional workforce. Now, complete the executive summary by adding relevant and interesting information such as achievements and awards, relevant data and achievements, and vision for your business. You don't need to include all of these items, only those that are relevant to your business. Use a second paragraph to outline high-level marketing goals and goals, which will be set for the rest of your marketing plan. Example: As the world's leading manufacturer of military-grade intelligence tools, TitanXG Technologies is reinventing robust mobile technology for the professional workforce. Over the past five years, TitanXG has greatly advanced mobile technology in healthcare, manufacturing, and transportation. In order to maintain our position as an industry leader, TitanXG seeks to expand its range of high-performance workplace tools in order to reach a wider audience and increase revenue. In particular, we will get to work targeting workers in the emergency response industry who could benefit from our mobile and durable technology. Summary example 2. Set your next marketing goals, set at least one goal or marketing goal. This should include three things: the general marketing goal itself, a metric or key performance indicator (KPI) that you can use to measure your success, and finally, a period of time to achieve goals. Be as specific as possible by including specific data points and deadlines. Avoid vague statements and goals that are impossible to achieve or cannot be measured. Here are three examples of poor marketing goals: increasing business revenue Generating leads through our website Raising awareness on social media Here are three examples of good marketing goals: increase revenue from [X product line] by 30% by [date] Drive organic site traffic with a new SEO strategy to reach 10,000 unique monthly visitors in the third quarter Earn 1,000 followers per month on Instagram by the end of 2020; these followers should adapt to our customer profile and show active interest in the products we sell If you are struggling to find a specific goal, start with a general idea, then divide it into concrete goals. Make sure you consider what will have the greatest impact on your business and what your greatest opportunities are. Example of marketing goals in a marketing plan 3. Conduct competitive and internal research Once you know your marketing goal, the next step is to research your competitors and analyze your strengths and weaknesses. This will help you determine how you can stand out and at the same time get information about how other companies achieve with the same goal you have. To this end, complete a competitive analysis; create an analysis of strengths, weaknesses, opportunities and threats (SWOT); and finally, identify your unique strength. Conduct competitive research & analysis Competitive analysis gives you a better understanding of who your competitors are, what they offer, how they offer it, and who their competitors are. This information will help you differentiate your business from them in a later step. To conduct a competitive analysis, determine who your competitors are by researching the online marketplace. Find out what they offer, what their prices and services are, and what kind of audience they reach. Here are seven common questions to ask when conducting competitive research: who are your competitors? What do they offer? How do they offer it? How much do their products/services cost? What's unique about them or what do they do differently? How do they rank in the industry (for example, the cheapest, easiest and highest quality)? What kind of audience do they reach? (e.g., older, higher income, online assets) The best way to find this information is to search online, searching for industry keywords in Google or finding competitors in a tool like Ahrefs. By digging into online competition sites and profiles, you can learn how to position your business so that it stood out. For more detailed guidance, read our article on completing a competitive analysis. Complete a SWOT analysis A SWOT analysis is a strategic planning tool that stands for strengths, weaknesses, opportunities, and threats. It is used to help companies focus on what they do well, where they can improve, and what opportunities they can take advantage of. To complete a SWOT analysis, use the model above to identify your company's strengths, weaknesses, and opportunities. Keep your notes short but clear. SWOT analysis example for a technology company Determine your unique point of sale (USP) A unique strength (USP) is what sets companies apart from the competition. After gaining a good understanding of the competitive market, including who your competitors are, what they offer, and who they serve, look at your SWOT analysis and consider what your USP might be. Use your strengths to identify areas that set you apart and how they might serve your target audience better than your competitors. Add this to your model. Example of a competitive analytics section within a marketing plan 4. Define your target market A company's target market is its ideal audience or consumer. Companies should define their reference market to better understand how they can serve them. First of all, identify who are currently the most valuable customers, those with the highest life value. Then, identify the key demographic information, interests, and behaviors of this consumer base. This will be your buyer's person. Identify high-value customers Before they can dig into demographic and psychographic information and behavior) of your ideal consumer, start by identifying those that are already the most valuable for your company. You can perform this task by reviewing sales information or by consulting sales staff. Create buyer person A buyer person is representation of the ideal customer of a company. To create your own, see the high-value customers you've just assembled and review their demographic information, as well as their interests, behaviors, hobbies, and motivators. Note the municipalities and overlap so you can create an ideal buyer. Here are the 10 most common elements of a buyer: Age Gender Ethnicity Education Level Employment Family Income Hobby Motivators A buyer should be tailored to your business and industry. For example, you might also want to include things like whether or not they use social media and, if so, what platforms, types of devices they use, and whether or not they are the first users of new technologies or trends. Learn more about how to create a customer profile. Marketing Plan Example - Target Audience Section 5. Create a usable marketing strategy With research and audience information in place, as well as a clearly outlined USP, create a marketing strategy that meets your goals in step 2. Start by outlining the general elements of your brand, then choose a pricing structure for your business and select the ideal marketing channels. Determining primary brand elements A brand is the easily identifiable representation of your business, which includes things like a logo, slogan, design colors, tone/style, and overall positioning in an industry. You've probably already set up a lot of these things, but be sure to outline them clearly in the model so you can take advantage of them when building marketing collateral. Here are the elements to define/outline as part of your brand: Logo Tagline Colors/fonts Tone/messaging style (for example, casual, formal, first person) Placement (for example, fun, professional, relaxed, support-driven) Establishing a pricing structure Part of your marketing strategy is establishing a pricing structure. It is the model or method used to determine the best prices for your products/services. The pricing structure you choose will depend on your specific needs, costs, market position, competition and how you want to position your brand. Review the pricing structures below and choose the one that best suits your business and your products/services. The five most common pricing structures are: Prices plus costs: this is the easiest pricing strategy where the price is calculated by adding up costs and then adding a markup, generally in the form of a percentage. Competitive pricing: Companies can base their prices on the prices of competing companies to remain competitive. Value-based pricing: This is where companies set a based on its perceived value. In other words, it sets prices based on what it believes consumers are willing to pay for a product/service. For some companies, this can mean a jump or drop in profits, depending on how your products or services are from your market. Pricing skimming: Price skimming is a type of pricing strategy where companies set the high price and lower it over time to try to find the point where they can sell most of their products/services at the highest price. Penetration prices: companies wishing to enter a competitive market often choose penetration prices; this is when prices are set low to earn sales and then are increased over time to build revenue. It is used as a way to attract new customers with the best price, then increase the price once they have shown corporate loyalty. Keep in mind that businesses may want to consider different pricing structures to best meet their needs. For example, a company might want to use the highest cost prices, but it's not sure what markup should be. While it's not trying to offer the cheapest option, it wants to stay competitive, so analyze competition prices to choose a markup for the higher-cost prices. Select Next Marketing Channels, select marketing distribution channels. These are the platforms and roads you'll use to market your business. When choosing which marketing channels to use, consider your target audience. Where are they and which channels will they reach? Ideally, you'll select marketing channels that reach your target audience and effectively achieve your marketing goals. Here are the seven most common marketing channels for small businesses: Website & SEO: A website is the most common marketing channel, and it's also a crucial channel to raise awareness and drive online sales. It is not enough to build a small business website; companies must also use SEO strategies such as keyword search and content optimization so that their site fits well into search engine results, allowing businesses to be found online. Paid search: Paid search is a form of pay-per-click (PPC) advertising where companies pay to present their content or websites at the top of search results. The most common paid search platforms are Google Ads and Bing Ads. It's best for companies whose sites don't rank by their chosen keywords, but have products/services often requested by the public. Learn more about how to advertise on Google. Organic & paid social: Millions of people use social networks every day, so companies often use these networks to connect and engage their target audience. Organic social marketing involves the use of social platforms for the publication of content while paid social is a form of PPC advertising where companies pay to display ads to specific social media audiences. Learn more about social media marketing. Email marketing: Email marketing involves setting up email campaigns, including drip marketing campaigns, that are automatically sent to subscriber lists. It's a low-cost way to reach existing customers and leads. It's better for those to promote repeat sales with loyal customers and introduce products/services to new affected leads. Affiliate marketing: Affiliate marketing is a type of marketing program or partnership in which a company is paid (generally in the form of a commission) for sales generated by leads sent to that company. For example, a web design company can partner with an SEO marketing agency so that it gets a commission when it sends its customers back to use that company's SEO services. Learn more about affiliate marketing. Content marketing: Content marketing is focused on producing digital content such as blogs and social media posts in order to increase brand exposure. Get all the details about what content marketing is. Word of mouth and user-generated content: word-of-mouth marketing has always been one of the most effective marketing channels. Traditionally, word of mouth involves customers recommending your business to family and friends, but now it's also leveraged in online reviews (for example, Google, Yelp, and Facebook reviews), user comments in forums like Quora and Reddit, and through user-generated content and influencers. Select the marketing channels that best suit your brand and that are most used by your target audience. For example, a plumbing company may be more suitable for SEO and paid search because its audience often searches for plumbing services on search engines like Google. A fashion brand, however, might be more suitable for social media marketing to capture users who might be interested in their products, but aren't actively looking for them. Marketing Plan Sample - Marketing Channels Develop a marketing strategy that demonstrates to users and search engines that they have niche skills on some topics. Create several pages of informative features that show your knowledge about your industry. Write high-quality blog posts that inform your readers and answer questions about topics closely related to your business. - Matt Bentley, Founder & Chief Scientist, Can I Rank 6. Determine your marketing budget After you select your marketing channels, determine what your overall marketing budget is. With this established, allocate part of the total budget to each of the chosen marketing channels. You can do this by assigning percentages of your budget based on the importance of each channel, which can be determined by identifying where most of your time spends, or the ability of a particular channel to help your business achieve its overall marketing goal. Marketing plan sample - Budget 7. Configure a Performance Monitoring Plan The Last is to create a performance monitoring plan. This is how you will measure the success of your marketing plan. To do this, choose your key performance indicators (KPIs) based on your marketing goal and determine when you'll control them. For example, a company that tries to revenue of 30% in six months should plan to actually calculate revenue generated in six months. Then, choose an analysis tool that will allow you to track your chosen KPI. Identify KPIs The specific KPIs you choose for your business will depend on your goals, marketing channels, and audience. However, common KPIs include website traffic, increased social media followers, ad clicks, and overall revenue growth. Here are four common KPIs: website traffic: this can be monitored by time, day, week, or month. Follower increases: Most social media platforms will have basic analytics tools that allow you to see follower increases over time. But there are also third-party tools that you can use that will give you more information. Ad clicks: If you run search or social PPC ads, you'll have access to an analytics dashboard that shows you how many people clicked on your ads. This helps determine their success. Revenue increases: The biggest goal for any business is to increase revenue, so tracking it over time can be an indicator of marketing success. However, it is recommended that revenue be specifically tracked in a marketing campaign for more accurate analysis. Choose an analytics tool After establishing your KPIs, review the following options to understand which tool is best to help you monitor your success. You can also use multiple tools, depending on your marketing efforts or overall goals. Some of the most common are Google Analytics, Pardot, Mixpanel, and HubSpot. Here are five commonly used marketing analytics and tracking tools: directly through advertising platforms: Companies that use digital ads as a marketing channel will have analytics available directly from such advertising platforms, such as Google Ads or Facebook Ads. This data is available for free and helps businesses understand how their ads are going. Google Analytics: It's important to monitor a website's performance using visitor analytics. Google Analytics is the leading website analytics provider with free and comprehensive visitor data, including page views, bounce rates, user locations, and more. Pardot: Pardot is a marketing automation tool that can be integrated with the Salesforce platform. Because Salesforce is a leading sales platform, many choose to use Pardot to add sales data and marketing analytics. Mixpanel: Mixpanel is a business analytics provider that carries the analysis of the Web one step ahead of Google Analytics not only by monitoring user behavior, but by breaking down that data to help businesses understand what that data actually means. Companies can then use this information to make informed and strategic marketing decisions. It is available for free, which includes tracking up to a maximum of monthly site visitors. HubSpot: The HubSpot Marketing platform is an all-inclusive marketing suite that provides businesses with a centralized platform for managing their marketing channels. It comes with built-in analytics and offers free accounts and premium accounts starting at \$50 per month. Each company should set up a performance monitoring plan, regardless of the available budget or marketing channels chosen. Without user data and analytics, businesses won't know if they're achieving their goals or need to change their marketing strategies. For businesses short on budget, start first with free tools, then update as needed over time. FAQ (FAQ) What is a marketing plan? A marketing plan includes several elements that help increase brand awareness and revenue; these include a general marketing goal, competitive analytics to understand the competitive landscape, SWOT analysis, buyer personalities, and a usable market strategy, complete with brand elements, pricing structures, and marketing channels. How much does marketing cost with Google Ads? Google Ads is a form of PPC advertising where advertisers pay to present their website or content at the top of search results; has a cost-per-click (CPC) price. The average CPC for Google search ads is about \$2. Currently, there is no minimum daily or monthly spend on ads, so businesses can choose how much to spend on Google Ads to best meet their needs. Learn more about Google's advertising costs. How much does Facebook advertising cost? Facebook advertising is a form of pay-per-click social media advertising where companies pay based on clicks and ad interactions. The average cost per click (CPC) is \$1.86, but PCs vary widely from \$0.75 to over \$10 per click. Businesses choose how much to spend on ads per month based on goals, but the average small business that uses Facebook ads spends about \$1.00-\$2,000 per month. Get the full breakdown of Facebook's advertising costs. Bottom line: How writing a marketing plan Learning to write a marketing plan will help your business clearly identify goals and ways to achieve these goals. To create your own marketing plan, write the executive summary first. Then set your overall goal/goal, conduct competitive research, define your target audience, and create a marketing strategy, including identifying brand elements, pricing, and marketing channels. Those who don't have the internal time or experience to create and implement marketing strategies should consider using a professional marketing agency like Hibu. With Hibu, you'll get controlled marketing companies working to help your business achieve its goals at an affordable price. In addition, all services are customized according to your needs. It starts today. Visit [Hibu Hibu](#)