

Small Business Marketing Plan Template

GOAL – What’s going on with your business? What specific change or result do you want to happen? By when?	TARGET CUSTOMER(S) – What types of customers do you want? How can you provide what they want? How are you currently reaching them?	PLAN – What will you do to achieve your goal? What needs to be done first, second, third, etc.? How will it lead to your goal?	MEASUREMENT – How will you keep track of what happens? How will you know if you achieved your goal?
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Goal #1:			
Goal #2:			
Goal #3:			