



Small Business Marketing Plan Template

A practical, fill-in-the-blank plan you can finish in one afternoon — 10 sections, fillable tables, and a 90-day action plan.

Free template by [MyMarketPlan](https://mymarketplan.com) — mymarketplan.com

How to use this template

Work through the sections in order, except the executive summary, which you should write last — it's a snapshot of decisions you've already made, not a starting point. Each section has a short prompt telling you what to write; use the ruled lines or tables below each prompt. Most small businesses can complete the whole template in a single afternoon.

What's included

1. Executive summary
2. Business and marketing goals
3. Target customer and persona
4. Competitors and SWOT
5. Value proposition and key message
6. Offer, pricing and positioning
7. Marketing channels
8. Marketing budget
9. 90-day action plan
10. KPIs and review schedule

Prefer not to fill this in by hand? MyMarketPlan generates a full, personalized marketing plan for your small business free in minutes, built from your own business details instead of a blank template — visit mymarketplan.com.

1 Executive summary (write last)

A three-to-five sentence snapshot of the whole plan: who you serve, your main goal, your top channels and your budget.

2 Business and marketing goals

Start with one or two business goals (revenue, customers, bookings), then set SMART marketing goals that drive them — one for the next 90 days, one for the next 12 months.

90-day goal

12-month goal

3 Target customer and persona

Describe the one type of customer most valuable to you right now: who they are, where they spend time, what problem you solve for them, and what makes them choose you over an alternative.

4 Competitors and SWOT

List your three closest competitors — the places your customer would go if you didn't exist.

Then complete a four-box SWOT. Keep each box to three bullets.

Strengths	Weaknesses
Opportunities	Threats

5 Value proposition and key message

Why should your target customer pick you over the alternatives? Write it as one sentence, then turn it into a short key message you'll repeat across every channel.

Value proposition

Key message

6 Offer, pricing and positioning

Note your core products or services, how your pricing compares with competitors, where and how customers buy, and any offer you'll use to bring new people in.

7 Marketing channels

Check two or three channels you can run well, based on where your customer actually is.

- Google Business Profile and local SEO
- Email or SMS
- Referrals and reviews
- Local partnerships
- Social media (one platform)
- Paid ads

Notes on your chosen channels:

8 Marketing budget

List each channel with its monthly cost in money and in hours, and the result you expect from it. If your budget is \$0, lean on channels that cost mostly time.

Channel	Monthly cost	Hours / mo	Expected result

9 90-day action plan

Turn your channels into weekly tasks, each with an owner and a due date. Front-load setup tasks in weeks 1-2, then settle into a weekly rhythm.

Week	Task	Channel	Owner

10 KPIs and review schedule

Choose three to five numbers that show whether the plan is working, and decide when you'll check them — e.g. new customers, conversion rate, customer acquisition cost, repeat customer rate, revenue.

Review schedule

Want this personalized instead of generic? Generate a free marketing plan for small business at mymarketplan.com — competitive analysis, SWOT, target market, and a budgeted 30/60/90 day action plan, built from your own business details.