



2023 Marketing Action Plan

Goals & Objectives



Target Annual Income:

Target Quarterly Income:

Target Monthly Income:

Monthly Average Price:

Target No. of Monthly Sales:

What is your mission and purpose?

What spurs you to commit to make this a success, especially if things don't go as well as they should? What is your "why"? What keeps you motivated?

Business Evaluation



Your Skills

What skills do you have that will help you make this business a success?

Your Strengths

What are your strengths will help you succeed?

Needs Improvement

In what areas do you need help learning or improving?

Zone of Disinterest

What do you not enjoy or are not interested in doing but will be required for this business to become successful?

Audience

Who are the people who are most likely to need or want your products/services?

What are their demographics? Your product might be a fit for several groups, but try to focus on the group you most want to serve e.g. Age group, gender, occupation, etc.

What do they care deeply about?

What are their values?

What kind of lifestyle are they likely to have?

What would they do during the weekends or free time?

Do they have children?
What age(s)?

Where are they most likely to shop?

What makes them happy?

What are they concerned about? What keeps them up at night?

Competitor Research



Competitor research helps you learn what customers are looking for and also identify what is lacking so you can craft a more compelling offer and win people over.

Competitor:	Price:

What are the key features/benefits of value statements your competitor is using?

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What do people like about it?

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What do people complain about?

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How can you do better?

Monthly Marketing



In the calendar below, outline your monthly marketing activities. Also mark down important milestone dates each month to help you stay on track to achieve your target delivery date. For example, if you plan to hold a workshop, or speak at an event, add the date you need to prepare your presentation, send out emails, promote the event, etc.

Days of the week:							
①	②	③	④	⑤	⑥	⑦	
⑧	⑨	⑩	⑪	⑫	⑬	⑭	
⑮	⑯	⑰	⑱	⑲	⑳	㉑	
㉒	㉓	㉔	㉕	㉖	㉗	㉘	
㉙	㉚						

Days of the week:							
①	②	③	④	⑤	⑥	⑦	
⑧	⑨	⑩	⑪	⑫	⑬	⑭	
⑮	⑯	⑰	⑱	⑲	⑳	㉑	
㉒	㉓	㉔	㉕	㉖	㉗	㉘	
㉙	㉚	㉛					

