Marketing Plan

*Team name or logo*

1. The mission and vision

*It is said that the importance of consistency in the brand and message of startups cannot be overemphasized.*

* *Describe your brand, what is it supposed to make customers feel?*
* *Identify your customers benefits?*
* *What is your vision, the long-term goal?*
* *What´s your core message, what you want to say to the world?*
1. The field of competition

*Add 1‒2 sentences about similar companies or products*

1. Our customers (buyer personas)

*Who are they?*

*A buyer persona is a description of whom you want to attract.*

1. Planning for the 7P (marketing mix)

*How do you differ from your competitors?*

*What is your competitive advantage?*

1. Integrated Marketing communication (channels)

*Building up your brand - describe how would you exploit different channels to interact with your customers?*

*Which campaigns, content, channels, and marketing software would use to execute your mission?*

*It's up to you to determine what works best for your startup.*

1. Organization of sales

*In a concrete way, how would you sell your product / service?*

*How will you make a profit (in the long run)?*

*Since even a non-profit company can’t operate unless it can cover its expenses with its income*

*(or fundraising).*

1. Business goals (SMART objectives)

*Define your goals, example:*

* *x number of sold units/users/downloads per month/year*
* *effect / influence on society / market / environmental awareness etc.*
* *to employ our team full-time*
* *goals on the way*

*(S.M.A.R.T. = Specific, Measurable, Achievable, Relevant and Timed)*