



MARKETING PLAN



NEW PRODUCT, COLLECTION OR SERVICE FOCUS _____

Campaign Time Period (Ex.90 Days) _____ Number of Customers Reached Out to Per Week _____

Campaign Budget _____ Anticipated Number of Customers _____

Average Price _____ Expected Total Revenue _____

Best Features of using your product collection or service: (Ex.Will travel to you, will do whatever makeup look you choose)

1. _____
2. _____
3. _____

Benefits of using YOUR product/service over competition (Ex.High quality products, 20+ years' experience, licensed)

1. _____
2. _____
3. _____

Marketing Strategies (1x per week, N/A etc)

Lead Magnet _____ Content _____ Paid Advertising _____ Affiliates _____

Email _____ Text _____ Event _____

Customer Journey

Step 1 _____

Step 2 _____

Step 3 _____

Step 4 _____ Step 5 _____

CONTENT MARKETING TIP: When posting on Social Media ensure that you ALWAYS use a call to action