

Free Marketing Template (Updated)

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Introducing a new and improved marketing template for your business. This is your free template to update and use as you wish.

The template is best used as a digital guide and strategy for ongoing business activity rather than a one-off campaign.

It is also useful when presenting to the board and any colleagues as an indication of what you are looking to achieve in your marketing strategy and goals.

The template consists of the following key items and further additional insights.

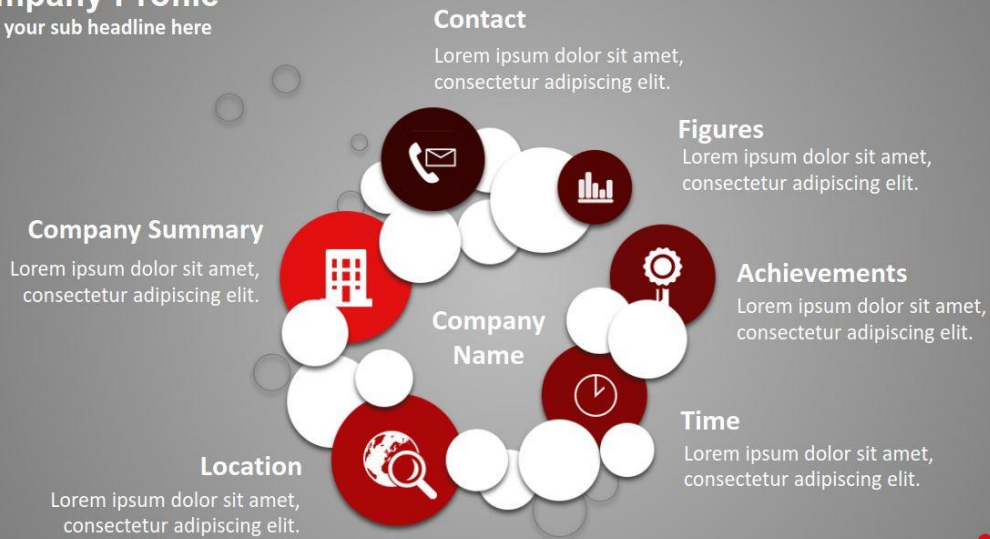
- Company Profile
- Mission, Vision and Values
- Insights From Previous Year
- Marketing Strategy Summary
- Market Analysis
- Competitor Analysis
- Competitor Insights

- Competitor Insights Analysis
- Personas/Ideal Clients
- Ideal Client Analysis
- Client Pain Points
- Find Your Ideal Client
- Customer Touch Points
- Weekly Content Calendar
- Monthly Content Calendar
- Social Media Analysis
- SEO Summary
- Insights, Tips and Insights
- International Coverage
- Goals
- Smart Goals
- Marketing Budget
- Key Roles and Responsibilities
- Execution Steps

Some example slides are:

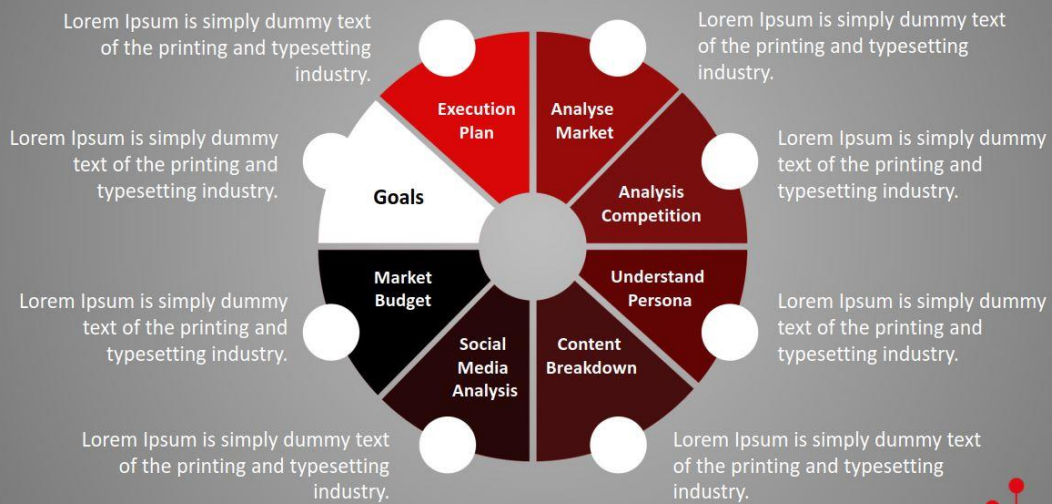
Company Profile

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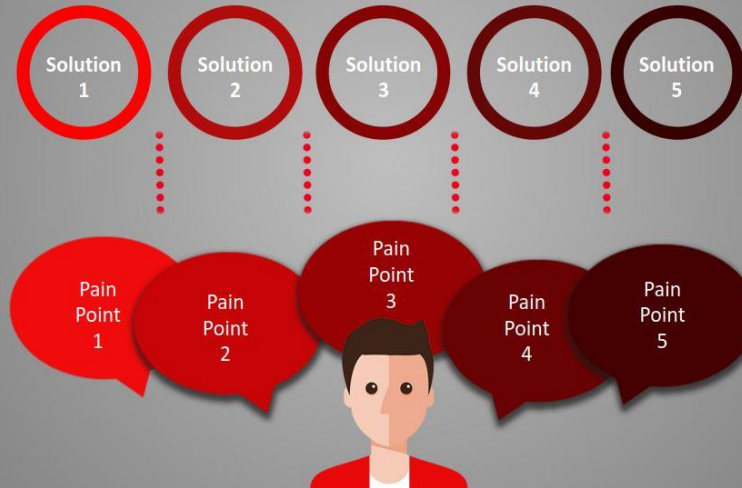
Marketing Strategy Flow

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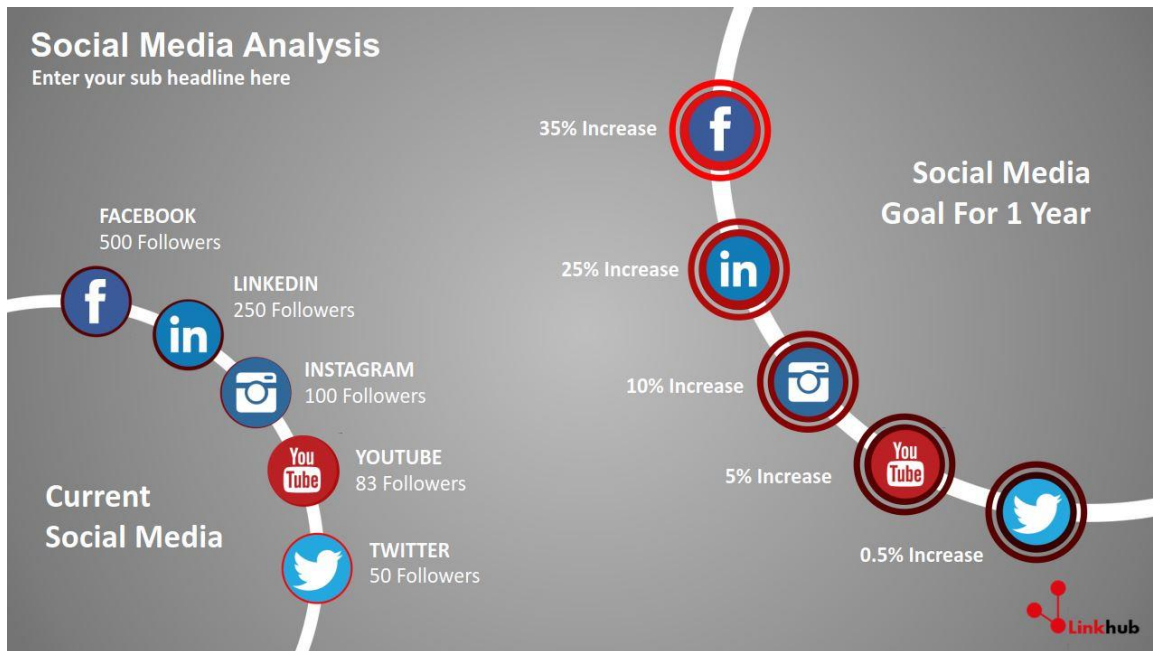
Client Pain Points

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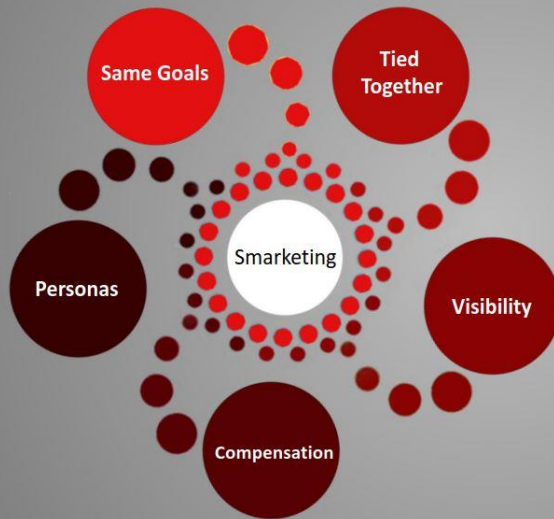
Social Media Analysis

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Insights Smarketing Best Practices

Enter your sub headline here



Smarketing is the process of aligning the sales and marketing teams around common goals within a business or organization, focused on improving revenue.

- Both teams must have the same goals.
- The marketing pipeline should be tied to sales quotas.
- Visibility into each other's goals.
- Compensation based on shared marketing and sales goals.
- Continual communication and education around personas.



SMART Goals

Enter your sub headline here

