



# MARKETING **BUSINESS PLAN**



**Follow this roadmap to plan ahead  
and strategically build your business.**

# BUSINESS OVERVIEW

COMPANY NAME	UNIQUE SELLING PROPOSITION	TEAM

# GOALS

Determine your goals for the upcoming quarter, six months or year. They can be based on revenue, number of customers or marketing initiatives.

GOAL	MEASUREMENT OF SUCCESS	BUDGET NEEDED	RESOURCES NEEDED	TIMELINE

# SWOT ANALYSIS

Take an overview of your strengths, weaknesses, opportunities and threats so you can properly market and plan for upcoming obstacles.

**STRENGTHS** | What do you do best? What makes you stand out from competitors?

**WEAKNESSES** | What needs improvement? What do competitors do that you can't?

**OPPORTUNITIES** | What could you offer that isn't in the promo marketplace yet, but would be beneficial to end-buyers? What could be a big differentiator for you?

**THREATS** | What is a risk that could impact your business? (This could be a threat to the overall marketplace, business as a whole or your individual business.)

## CUSTOMERS

## PRESENT CUSTOMERS

[illegible]

## PROSPECTIVE CUSTOMERS

Consider leads from trade shows, social media, your website, former customers, local schools, local businesses or any organic leads you have.

[illegible]

# TARGET MARKET

Who is your ideal customer? The more you examine their demographics, the better you'll be at reaching your target market.

Age\_\_\_\_\_ Gender \_\_\_\_\_ Location \_\_\_\_\_

Behaviors \_\_\_\_\_

Pain Points \_\_\_\_\_

# COMPETITIVE ANALYSIS

Take a close look at what your competitors are doing that's successful. How do they market to their audience? Do they focus on specific markets or everyone? Also, look at what they do that is inefficient or doesn't serve the customer.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# STRATEGY

What is the best way to reach your target audience? Jot down your ideas here.

DIRECT MAIL	INTERNET ADS	SOCIAL MEDIA POSTS	EMAIL CAMPAIGNS
BROADCAST ADVERTISING	COLD CALLING	PRODUCT BUNDLES	GIFT WITH PURCHASE
NETWORKING EVENTS (TRADE SHOWS, FUNDRAISERS)	FACE-TO-FACE MEETINGS		

# CUSTOMER CAMPAIGNS

Use this section to brainstorm some campaign ideas for current or prospective customers.

Customer: \_\_\_\_\_

Promotional Items: \_\_\_\_\_

Key Message: \_\_\_\_\_ Design Theme: \_\_\_\_\_

Timeline: \_\_\_\_\_ Budget: \_\_\_\_\_

Customer: \_\_\_\_\_

Promotional Items: \_\_\_\_\_

Key Message: \_\_\_\_\_ Design Theme: \_\_\_\_\_

Timeline: \_\_\_\_\_ Budget: \_\_\_\_\_

Customer: \_\_\_\_\_

Promotional Items: \_\_\_\_\_

Key Message: \_\_\_\_\_ Design Theme: \_\_\_\_\_

Timeline: \_\_\_\_\_ Budget: \_\_\_\_\_

Customer: \_\_\_\_\_

Promotional Items: \_\_\_\_\_

Key Message: \_\_\_\_\_ Design Theme: \_\_\_\_\_

Timeline: \_\_\_\_\_ Budget: \_\_\_\_\_

Customer: \_\_\_\_\_

Promotional Items: \_\_\_\_\_

Key Message: \_\_\_\_\_ Design Theme: \_\_\_\_\_

Timeline: \_\_\_\_\_ Budget: \_\_\_\_\_

# MARKETING

Print or save this calendar and use it to plan out your marketing, including social media posts, email marketing campaigns, holidays, trade show events and more.

## January 2026

S	M	T	W	T	F	S
				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

National Mentoring Month

## February 2026

S	M	T	W	T	F	S
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

Black History Month

## March 2026

S	M	T	W	T	F	S
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				

Women's History Month

## April 2026

S	M	T	W	T	F	S
			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		

Autism Acceptance Month

## May 2026

S	M	T	W	T	F	S
					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						

Mental Health Awareness Month

## June 2026

S	M	T	W	T	F	S
	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				

LGBTQIA Pride Month

## July 2026

S	M	T	W	T	F	S
			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	

National Culinary Arts Month

## August 2026

S	M	T	W	T	F	S
						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					

National Wellness Month

## September 2026

S	M	T	W	T	F	S
		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			

National Literacy Month

## October 2026

S	M	T	W	T	F	S
				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

Breast Cancer Awareness Month

## November 2026

S	M	T	W	T	F	S
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					

Diabetes Awareness Month

## December 2026

S	M	T	W	T	F	S
		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		

HIV/AIDS Awareness Month

## 2026 CALENDAR OF EVENTS

### January 2026

- 1 New Year's Day
- 19 Martin Luther King Jr. Day

### February 2026

- 2 Groundhog Day
- 14 Valentine's Day
- 16 Presidents' Day
- 17 Start of Ramadan

### March 2026

- 17 St. Patrick's Day
- 31 Easter

### April 2026

- 15 Tax Day
- 22 Earth Day
- 22 Administrative Professionals Day

### May 2026

- 12 Mother's Day
- 18 Armed Forces Day
- 25 Memorial Day

### June 2026

- 21 Father's Day
- 19 Juneteenth

### July 2026

- 1 Canada Day
- 4 Independence Day
- 26 Parents Day

### August 2026

- 19 National Aviation Day

### September 2026

- 7 Labor Day
- 11 Patriot Day

### October 2026

- 5 Child Health Day
- 12 Indigenous Peoples' Day
- 16 Boss's Day
- 31 Halloween

### November 2026

- 11 Veterans Day
- 26 Thanksgiving
- 27 Black Friday

### December 2026

- 4 First Day of Hanukkah
- 25 Christmas Day
- 26 First Day of Kwanzaa
- 31 New Year's Eve