

Small Business Marketing Plan Template

A simple, grounded framework for SMEs

360 Marketing Consultancy

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BEFORE YOU START

This template is designed to take 30–45 minutes.

Keep your answers simple. Clarity is more powerful than perfection.

SECTION 1: Clarify Your Customer

1.1 Who You Want to Attract

(Example: "Homeowners in Wicklow who want reliable tradespeople and value clear communication. ")

Who they are:

[Your answer]

What matters to them:

[Your answer]

Pressures they feel:

[Your answer]

Why they look for help:

[Your answer]

1.2 What They Value

(Example: "Responsiveness, honesty, practical advice, predictable pricing. ")

Value 1:

[Your answer]

Value 2:

[Your answer]

Value 3:

[Your answer]

Value 4:

[Your answer]

1.3 Why They Choose You

(Example: "Because we provide clear guidance, respond quickly and explain things without jargon. ")

Customers choose us because...

[Your answer]

What we offer is valuable because...

[Your answer]

We solve the problem of...

[Your answer]

SECTION 2: Your Core Messaging

2.1 Positioning Statement

(Example: "I help small business owners create simple marketing systems they can actually maintain.")

Your version:

[Your answer]

2.2 Value Statement

(Example: "Clear direction, consistent visibility and marketing that fits your capacity.")

Your version:

[Your answer]

2.3 Messaging Pillars (3)

(Examples: "Clarity, Consistency, Practicality.")



Pillar 1

[Your answer]



Pillar 2

[Your answer]



Pillar 3

[Your answer]

2.4 Proof Points

(Example: "20 years' experience, strong client results, local reputation, specialist in SMEs.")

List your proof:

- [Your answer]
- [Your answer]
- [Your answer]
- [Your answer]

SECTION 3: Choose Your Marketing Actions

3.1 Weekly Rhythm

(Example: "One valuable piece of content, outreach to warm leads, update one page on the website.")

Your weekly actions:

[Your answer]

3.2 Monthly Rhythm

(Example: "Campaign planning, reviewing analytics, refreshing offers.")

Your monthly actions:

[Your answer]

3.3 Quarterly Priorities

(Example: "Update messaging, refresh homepage, run one targeted campaign.")

Your quarterly goals:

[Your answer]

SECTION 4: Build Your Simple Marketing System

01

Foundations

Who you serve, what they need, why you're the natural fit

02

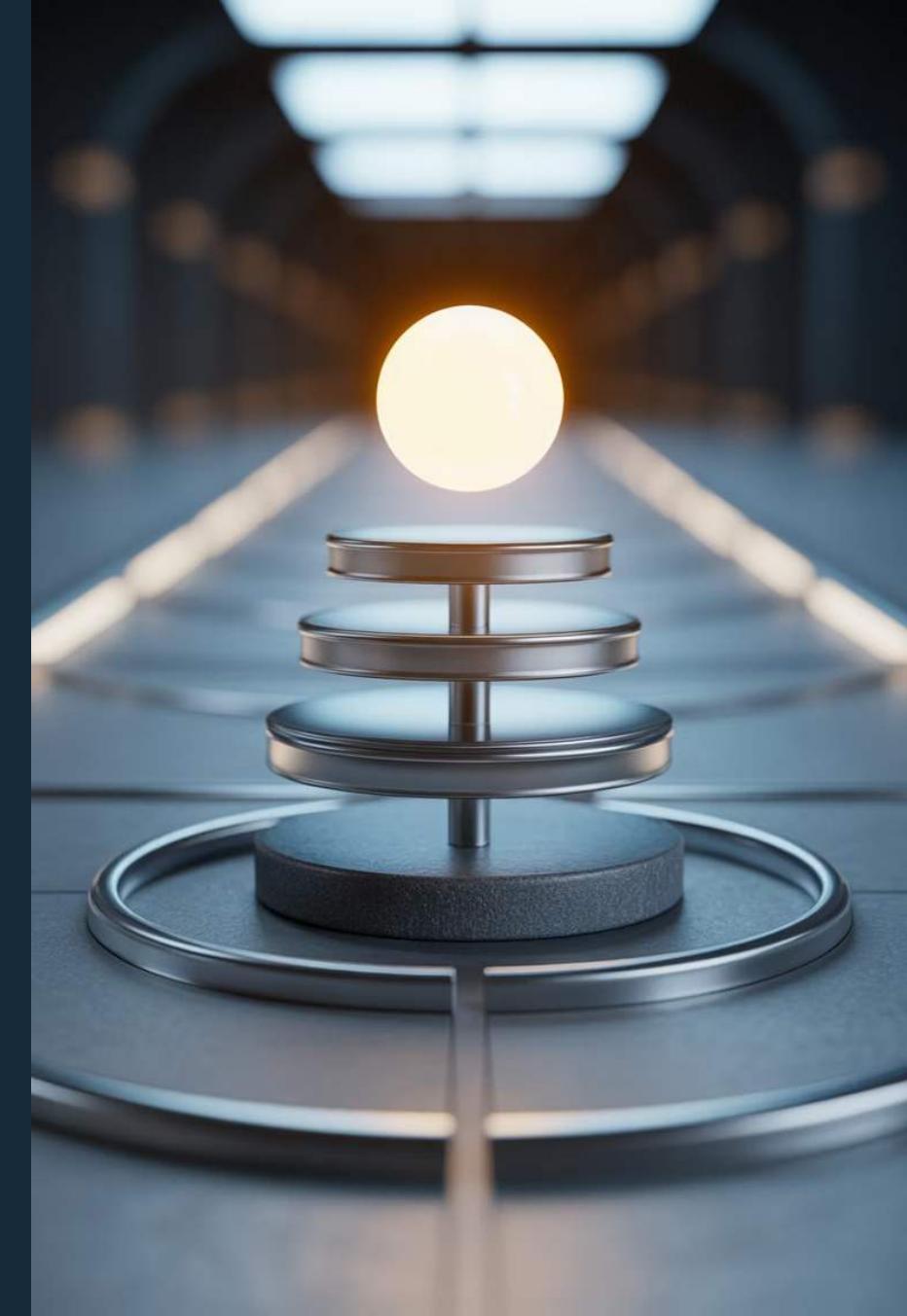
Structure

Your repeatable actions and simple workflows

03

Presence

Channels and visibility habits that feel natural



4.1 Foundations

Who you serve:

[Your answer]

What they need:

[Your answer]

Why you're the natural fit:

[Your answer]

(Example prompt: "Busy owners who want clarity and a sustainable rhythm, not more noise.")

4.2 Structure

Your repeatable actions:
[Your answer]

Your simple workflows:
[Your answer]

What keeps you visible:
[Your answer]

4.3 Presence

Primary channel you'll use:
[Your answer]

Supporting channel:
[Your answer]

Visibility habits that feel natural to you:
[Your answer]

(Example: "LinkedIn as primary, Google Business as support. Weekly value post + client stories.")

SECTION 5: 90-Day Marketing Plan

Your 90-Day Goal

(Example: "Increase qualified enquiries by 20% through clearer messaging and consistent content.")

Your goal:

[Your answer]

Weekly Planner (12 Weeks)

Copy this table into Google Docs:

Week	Priority Action	Owner	Deadline	Notes
1	[Your action]	[Name]	[Date]	[Notes]
2	[Your action]	[Name]	[Date]	[Notes]
3	[Your action]	[Name]	[Date]	[Notes]
4	[Your action]	[Name]	[Date]	[Notes]
...	[Continue for 12 weeks]			

Success Measures

(Example: "Increase in quality enquiries, more conversations, shorter sales cycle.")

List your KPIs:



KPI 1

[Your answer]



KPI 2

[Your answer]



KPI 3

[Your answer]



KPI 4

[Your answer]

SECTION 6 — Notes & Reflections

(Space for insights, adjustments, and wins.)

[Your notes here]

[Insights and adjustments]

[Wins and learnings]



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