Business Marketing Plan Template

HiFlex Physio

This template should help guide you through writing your marketing plan.

Introduction

Who are your customers?

Who are your competitors?

Any other marketing activity you could be associated with?

1300 555 222

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222 Wandoo St Brisbane 4000

Identifying Opportunities

What are our strengths?

What could we improve on?

What opportunities are there?

What obstacles may you come up against?

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Objectives

Strategy and Action Plan

Target Audience

What products/services can we offer them?

How can we entice these people to take up the offer?

How do we communicate this offer?

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Action Plan

Use the table below to summarise your strategy.

When	What	Target Group(s)	Objectives(s)	Cost (if any)

Reviewing Your Plan

Identify how you will know that your plan has been a success. Put timescales and measures for success against each activity in your action plan. Make sure that these are realistic, and set yourself measures to make sure you are on track and can reassess if not.

Activity	1st review date	Measure of success at 1st review	2nd review date	Measure of success at 2nd review	End Date	Measure of success at end date