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Templates are organized by application type and by industry. You'll find templates for apps like calendars, games, finance, surveys, and calculators. And there are templates specific to IT, marketing, human resources, legal affairs, insurance, customer support and telecommunications. On the download page for each template, you'll find a screenshot of the template in action and a brief overview of how it's best used. TabulsheetZone requires a name and email address for each downloaded template. WinCalendar has free Excel templates for calendars and schedules that are really easy to edit. Calendar templates have days of the week included. The schedule template files are empty. Calendar templates can be customized to include specific dates. Customize the calendar template to include one month or an entire year. The selected data is listed on a single worksheet in Excel. There is also a free app template which includes holidays from different countries Canada, Australia, New Zealand and other countries. When you browse free Excel templates in Table123, you'll find categories such as budgets, invoices, inventory, schedules, debt payback, and timesheets. When you select a template, you go to the page that contains: Download links for different versions of Excel. Template specifications that contain a description of the macros used in the template and license agreement. Screenshot of the template. Instructions on how to use the template. There are different types of free Excel templates in Brainy Betty. These templates range from weekly class planning and birthing templates to family tree, meal planner, fitness chart, and loan calculator templates. Free Excel templates in Brainy Betty are included in ZIP files. Remove the templates from the archive before use. As the name suggests, calculate hours' free Excel templates can be used as free timesheet tables. Timesheet templates can be filtered for weekly, two-week, or monthly schedules. There are also templates that support military time, night-shift plan, and unpaid lunch breaks plans. You can find invoice and calendar templates on WPS. In both categories, there are more than 50 pages full of unique free Excel templates that use different backgrounds, colors, and layouts. Although these templates are available through WPS web pages, you don't have to use them with a WPS spreadsheet because they are stored in Excel format, which means you can use them with any program that supports XLSX files. A marketing plan is a document outsizing high-level marketing goals and a step-by-step strategy to achieve them. These marketing plans typically include sections such as person buyers, unique value, and distribution channels. Marketing plans help businesses in all sectors ensure that they have a path to achieving clear goals and measuring marketing success. Planning and implementing a marketing plan for small businesses can be time-consuming. When time is limited, small businesses can turn to a complete marketing agency like Hibu for help. Hibu specializes in small business marketing, helping to build brand awareness and build a client base for an initial fee starting at $400, then $100/month thereafter. Click here to get started with Hibu. Visit the Hibu 4 Free Marketing Plan Templates marketing plan template to include all critical parts of the marketing plan, with the ability for businesses to fill in information specific to their budget, goals, and strategies. This includes sections on the company's strengths and weaknesses, target markets and costs. The plans below include all the basic elements of the marketing campaign and other plans suitable for different distribution channels. General Marketing Plan Template For general marketing purposes, your business should use the template below as a starting point for mapping your strategy, goals, and delivery methods. target markets. Social Media Marketing Plan Template The social media marketing plan includes initial steps to set general marketing plan goals, but focuses on shorter, more media content and distribution on social channels. Email Marketing Plan Template Email Marketing includes one-time campaigns as well as drip marketing and auto-responders. Content will be a key distinguishing factor in this template, focusing on longer copying and images. Blog Marketing Plan Template The success of a blog marketing plan depends on regular production of the content of professional websites (short and long form) on regular cadence. This template will give traders the opportunity to map this content and track its success. The basic parts of the General Marketing Plan The marketing plan begins with general information about your marketing and the research surrounding it, including an analysis of your strengths and weaknesses, opportunities, and threats (SWOT); your unique value offer (as your products and/or services stand out from the competition), and your goals, and then fold into specialized distribution channels to target a particular kind of marketing or audience. SWOT ANALYSIS SWOT (strengths, weaknesses, opportunities and threats) analysis determines what strengths and weaknesses can lead to opportunities while working on your marketing goals. To collect relevant SWOT information, interview both your customer service team and your customers. To get started, contact customer service and gather information about customer complaints and general feedback. Together, they show potential business weaknesses as well as customer preferences for competing brands (threats to your business). Some of the questions you can ask your employees are: In your opinion, what are our company and product strengths? How can we improve them? What are the weaknesses of our products or companies? How can we eliminate them? Which competitors do you think offer better products or services and why? How do you think we can improve our products or services to overshadow them? Similarly, use customer survey tools like Freshmarketer to gain insight into your strengths, including why customers prefer your products to competitors' products and what products or services they find most useful. Some of the questions you can ask your customers are: Why do you prefer to buy from our company? What problems do our products or services solve for you? Which of our products or services do you find most useful? Which of the following companies have you purchased? (List of competitors.) What types of products or services have you purchased from them? (List of product categories.) Why did you buy your products through ours? When you notice your strengths and weaknesses, opportunities, and threats, document them in the template above. Explore each one to help you identify your greatest opportunities — to address weaknesses, as well as for strengths. These will help you create specific goals later in your marketing plan. The SWOT Analysis Template Unique Value Proposition (UVP) Unique Value Proposition (UVP) marketing plan is a statement that defines what makes your company stand above the competition when it comes to dealing with customer pain points. This should be a key part of all your marketing campaigns and should therefore be written to reach your customers, not just as an internal goal. Use swot analysis information and questions below to determine your UVP. To help determine your UVP, answer the following questions: What makes our company as a whole better than the competition? What makes my company and its products and services better able to deal with customer pain points? What proof do we have that we are able to better meet the needs of our customers? Use the answers to the above questions to create a statement of two to three sentences that you can use for marketing purposes. For your information, below is Hibu's value proposition as it seems on its website. Make sure your customers are very familiar with uvp by including in most, if not all, advertising and marketing materials. Hibu's Unique Value Offer Buyer Personas Buyer Persona is a profile that you have created that includes all the characteristics of your ideal customer. It is based on research of your current profitable customers. Most companies have between three and five buyer personas, each of which highlights a different potential audience for your products/services. To create a buyer person, review the site's analysis and customer data, and then outline demographics, likely behavior, and motivations. Buyer Persona Research Most SMEs benefit from three to five customer personalities to ensure that they speak adequately to all customer interests and needs. You can start researching your general person buyers in your site's analytics audience report and then answer the questions below. For more information about the most popular analytics tool, see our Google Analytics guide. You can also use customer relationship management (CRM) software or ask a reseller for a detailed customer list to address these issues. B2C Buyer Personas When describing individual consumer buyer persona for commercial-to-consumer companies, they include characteristics such as their demographics,

patterns of behavior, and motivation to purchase. These will frame a profile that you can use to create effective marketing campaigns. Here are the questions you should ask to define your b2C buyer personas: Demographics: What is their age, gender, location, educational background and income class of your ideal customer? Behavior patterns: How often does your ideal customer buy your products and what channels do they use to buy from you? Motivation: What are the pain points that drive customers to buy from you? What they hope to achieve with products or services? B2B buyer buyer If your business sells to other businesses, consider their professional motivations and characteristics, including their industries, individual expertise, professional roles, pain, company size, budget, and decision-making power. Here are the questions you should answer to define your B2B buyer personas: Industry: If you serve multiple types of businesses, in which sectors do your target personas belong? Expertise: What are their areas and levels of expertise? Professional roles: What degrees/roles do they currently hold? Pain points: What types of problems do they deal with in their professional roles? Company size: Are they one-person shows or do they have 10 or 50 employees? Budget: How much money do they have for your products or services? Power: What is their level of professional decision-making power? Who could be persuaded to do business with you in the long and short term? After answering the above questions, enter your information in the appropriate fields in the template. Each box is designed for one person of the buyer; we recommend that you use all three and mark each person with a name for clear identification. Buyer Personas Template S.M.A.R.T. Goals Now it's time to compile data to help you create marketing goals. Create two to four specific, measurable, achievable, relevant, and time-bound goals based on the data you've collected— specifically based on your strengths, opportunities, and buyer personal information. M that you would like to achieve as a company over the next year. Make sure they are viable by answering the questions below for everyone. Answer these S.M.A.R.T questions to confirm that each goal is actionable and achievable: Is it specific? Use actionable words to describe exactly what you will achieve. Is it achievable? Describe how achievable it is, given your resources, expertise and the general condition of your business. Is it important? Does it make sense in terms of what your company has to offer, and does it benefit your business in some way? Within what timeframe do you expect to meet the goal? Specifically, what data or timeframes do you expect to meet your goal? S.M.A.R.T. goal development is an important part of creating a marketing plan because it will put specific goals in place for your company to achieve. To learn more about S.M.A.R.T. goals, read our article on the best examples of S.M.A.R.T. small business goals. Smart goals explained distribution channels Your distribution channels are platforms for publishing marketing content to help you achieve your goals. The basic channels for small businesses are email, social media and blogs. Each has different use cases and is valuable for different types of content. Consider all three below to see what best suits your goals, and then map the content to suit your selected distribution channels. Social Media Pew research suggests that social media marketing appeals to a large audience – from 18 50-year-olds. And since social media is a medium for organic sharing, it works best helps businesses build brand awareness. Once this awareness is built, businesses can introduce buyers to other marketing channels, such as a blog or website. If you're trying to build brand awareness, consider teaching videos, user-generated content, and educational posts. Pew Research Social Media Demographics Here are popular types of content for social media marketing: Teaching videos: Teaching videos will help you turn your strengths into something that your target audience can incorporate into your life to solve your own problems. They can also erase misconceptions about your brand or help you showcase new product features. User-generated content: User-generated content that shows how your products or services have already solved buyer problems serves as a demonstration of what you can do for your followers. Educational contributions: Educational contributions allow you to showcase your expertise in the field and educate your follow-up on trends and developments in the field. With the authority that comes from these ongoing posts, you can show how your products fit into new trends. All in all, your social media content should be focused on educating potential customers about your products or services so they can be interested in them. Once interested, you can move them to other platforms with more information about what you offer – including your website or blog. According to Hubspot, 73% of millennials prefer to receive business communication via email and 99% of consumers check their emails daily. Since email marketing requires subscribers to sign up, it's best for companies that have already sparked interest in their company among buyers and want to boost sales. For this reason, consider the types of email content they create that focus on customer care, such as welcome emails, product updates, and drip campaigns. Here are the most popular types of email content: Welcome emails: Welcome emails should be triggered as soon as someone subscribes to your email campaigns. If you want people to sign up, they should directly consider why they signed up and what you have to offer. For example, if they signed up for a free e-book through the site's landing page, you can send them a link to the eBook. Product updates: These emails share information about how your company improves your products or services and addresses weaknesses recorded by users. Digital newsletter: If visitors have signed up for your newsletter through your blog, they probably expect blog content in return. Send them your latest blog posts that show off your brand's strengths or expertise. Event invitation: If your goal is to increase in-store sales, the event invitation lets you bring email list subscribers to the store. But these are not the only types of invitations Send. By inviting people to online webinars or questions and answers with staff experts, you can raise brand awareness and boost sales. Co-marketing email: Co-marketing emails are email campaigns that you have with other brands for creation and promotion. These will help you reach new audiences to raise awareness of your brand, leads, and/or sales by getting your content in front of other company's customers. Drip/lead-plucking campaigns: Lead care or drip campaigns are usually a means of leading people from the interest/evaluation phase of the sales cycle to purchasing. These types of campaigns help people figure out why your company's products and services are better than others on the market. If your marketing goal is to increase sales, this type of campaign is useful. Seasonal campaigns: If your goal is to increase sales at certain times of the year, seasonal campaigns with unique time-limited offers are a good choice. The urgency of these offers forces subscribers to take action and buy. Product recommendations/emails with an abandoned cart: When customers enter their email during an online checkout, you can use it to promote products related to the one they purchased. Likewise, if you started the checkout process but did not follow through on the purchase, you can remind them by email. This increases the likelihood that it will return to the site and complete the checkout process. In general, email marketing content should guide potential customers through welcome emails, promotions, and drip campaigns to raise product awareness and encourage purchase. Properly executed email marketing can lead potential customers from the awareness phase through the evaluation phase and into the purchase phase smoothly. Blogging blogs are best for sharing detailed content to showcase the company's expertise or for customers to explore products or services. 99Firms report that 77% of Internet users read blogs regularly and 70% of consumers prefer to receive information about the company through a blog rather than advertising. This makes blogging a critical part of any marketing plan. Consider producing blog content such as case studies, roundups and thought guidance to achieve your goals. Here are the types of content that generally get high engagement on business blogs: Case studies: Case studies represent a specific instance of a company's product or service in use, and how that instance provided an overview of the value of a product and service to a potential customer. Consider talking to satisfied customers to see if they would be willing to help you with a case study that would show an example of the success of your product. Roundups: Roundups combine expertise from different sources on a single topic. For the highest involvement, it is best to discuss content that has not been published elsewhere. Roundups show off a business deep connection with the authorities in their industry, demonstrating their own authority to associations. Thought Leadership: Thought leadership is written by industry professionals who discuss popular topics or concepts, offer their own reviews, and how they should be applied to customers' lives or as a whole. While these articles rarely original concepts, the founders of show business make them leaders who are ready to change their industry for the better. Original concepts: Original concepts are new ideas that companies create that have not yet been discussed. When a company can show customers that it not only firmly understands current best practices or knowledge, but creates new ideas, it becomes a high-ranking standard bearer for the entire business sector. Original research: The original research is a compilation of data collected on a specific topic, which is often the result of a study conducted by the company. Compiling research and publishing offers a resource customers will have to work hard to assemble on their own. Not only is it a value for consumers, but it feeds the ongoing research and development of society. To a large extent, content that has not been published elsewhere is the most successful for blogs. With this original content that regularly appears on the company's blog, customers know that they often have to link to it to get valuable content that isn't available elsewhere. In fact, 66% of marketers use blog content in their social media content. Track your marketing success Once you've set up distribution channel plans, you need to decide how you'll track the success of your efforts. There are many tools available, including customer relationship management software (CRM), heatmap, funnel analysis software, and analytics software. Read the tracking tools for each distribution channel below to help you set up accurate analytics. Social media events and tracking measurable actions for social media marketing can include filling out a landing form, becoming a new follower, or clicking on a link to learn more. Start by reviewing your main goal — brand awareness, lead care, or sales — and then identify the appropriate action and choose the best tracking method. Here are the main marketing goals and actions on social media, as well as tracking guidelines: Brand awareness: Building brand awareness means increasing the number of people who know about your brand and its products and services. To raise brand awareness, collaborate with influencers in your niche to create a video or tutorial contest. Promote it on your profile and influencers. See how many new followers you get while your campaign is running. Care for leaders: Learn care means moving people who are likely to buy closer to the sale. For example, you can run a social media campaign that asks people to click a link and then enter their email address and receive a free product. Make it fun by providing a price for participants and make sure it's a price that buyers would appreciate. Then use a website tracking tool like Freshmarketer to track items. Personal sale: Promote in-store events, discounts, or social media events can get more people in the store to buy products or services. To do this, you want to details of one social media channel and then watch how many people appear. Collect their in-store email addresses and add them to CRM for future lead care. While there are many tools that can help you track social media campaigns, you'll definitely need CRM to help you collect email addresses and measure engagement. For more information on how crm software can help you track customer interaction with your brand as a result of your social media marketing efforts, see our main CRM software guide. Email actions and tracking As with social media marketing, you'll need to highlight your email campaign's main goals, pair them with a measurable action set, and then track engagement to see the success of your campaign. Email tracking software shows how visitors interact with campaigns. Here are some common email marketing goals and metrics for tracking them: Brand awareness: You can track brand awareness through open email rates, sharing, and clicking on a social media sharing link. This tracking information should be available in your CRM or in a separate email marketing platform, such as Constant Contact. Generate leads: You can track lead generation by determining the number of users who fill out forms that you submit in e-mail campaigns and what fields they have filled out in those forms. Purchases/upsells/abandoned cart redemption: You can track purchases by how many people click the Buy Now button. Just be sure to verify these people followed up with the purchase using tools like Freshmarketer to see if they went all the way to the confirmation purchase/thank you page. Increase review: If you sent an email asking you to review a product or your business as a whole, you can track how many people clicked the Write Review button in your email. Attend an event: Track how many people clicked the RSVP or Register button and then compare it to the actual RSVP information. Any discrepancies may indicate problems with the RSVP registration form/ form. For a deeper look at how to track your email marketing efforts using software like Constant Contact, read our guide on how to use constant contact for email marketing. Also be sure to use a tool like Freshmarketer to track on-site actions performed as a result of your email marketing campaigns. &Events Blog Tracking As with social media and email, a marketing plan that focuses on blogs will need set goals, actions, and tracking methods. Set goals and actions and set up tools like Google Analytics and Freshmarketer to show you how visitors interact with your content and whether they'll take the ultimate conversion action as a result. Here are some common actions and metrics that you can follow around your blog posts: Share on Networks: When you understand where and how often people share your posts, you can get a better idea of the types of posts that help build brand awareness and then create more. This information is generally available through Google Analytics. Traffic sources: When you know where blog traffic is coming from you can run content promotion campaigns on these channels to drive traffic to your blog. Since many blog posts help you bring people from the brand awareness phase to the interest and rating stages, this metric - also accessible to Google Analytics - is great for tracking customer input into those stages. Most frequently viewed posts: This metric helps you understand content that increases traffic to your site. By noticing which of your posts is the most popular, you can increase website traffic and ultimately sales. New customers: Companies end up conducting marketing campaigns to reduce sales. A funnel analysis tool like Freshmarketer can help you identify favorite posts that people read before they buy a product on your website. By knowing this, you can promote this content more and create more like it to increase sales. While you can set up funnel analysis with Google, non-digitally savvy small businesses will be more easily set up and understand the results using a paid funnel analysis tool like Freshmarketer. Digital Marketing Plan Tools require a variety of tools to research, distribute, and track the performance of your marketing campaigns. Consider acquiring or registering the tools and services most commonly needed to implement a digital marketing plan, including website hosting and email hosting plans, search engine optimization tools, website tracking and analysis software, and email marketing automation software. Technology Options Marketing Plan Template section Here are the top marketing plan tools to help you get started: Bluehost: For $2.95/month, Bluehost offers 50GB of storage for storing your website files, as well as a free domain name, one-click WordPress installation, and a free SSL certificate so your website can safely process customer data. Constant contact: Constant contact offers email marketing software that allows you to create website contact forms, collect customer contact information, sell it through drip campaigns, and track campaign performance. His small business plans start at $20/month. SEO Quake: This is a free search engine optimization tool that allows you to analyze key SEO website metrics so you can increase your website rankings in search engines. Metrics you can explore and track include internal and external links, Google Search Results Page Ranking (SERP), domain comparison (for competitor analysis), keyword issues, and social media engagement. Freshmarker: Freshmarketer is a conversion rate optimization tool (CRO) that you can use to understand how website visitors interact with your content and what leads them to convert. Offered include A/B testing, heatmaps, visitor sessions records, funnel analysis options, website visitor surveys, and form analysis. Plans with limited features are free, but more robust plans that include all of these tools are $99/month. Google Analytics: The leading analytics tool used by both and businesses, Google Analytics easily engages your website and allows you to collect information about users and their browsing behavior while on your site. Google Analytics is free for all users, but you need a Google Account to use the platform. 3 Pro Tips for making the most of your marketing plan marketing plans offer a clear path to achieving the goals set by the business. To be successful, your marketing plan should start with a clear profile of your target markets for distribution channels and content that meet their needs. We've reached out to marketing professionals to gather tips to help you do just that. Here are three tips from professionals for creating a successful marketing plan: One of the pitfalls I see so many small businesses succumb to is routine just adding new content to the same old marketing plan they have been using for the past decade. They can change the number here or campaign the idea there. However, channels and tactics remain unchanged. The most successful businesses challenge themselves each year to try new tactics, explore new channels, and push the limits with their marketing efforts. When creating a marketing plan, the most important thing is to understand that all media components work together. To get the most out of your marketing dollars, you need to have a defined audience to find the right media channels to see your message. An effective marketing plan always includes an SEO plan next to it, as SEO overlaps with many important areas of marketing. SEO can help improve the quality of online presence, improve results and growth tactics, address speed and mobile optimization, and be part of a technical audit. If the SEO plan and marketing plan are not consistent, their true potential cannot be achieved. Bottom line - Free Marketing Plan Template small business marketing plan documents the business's overall marketing goals and strategies that they plan to implement to achieve them. This plan includes the results of the analysis of S.W.O.T., S.M.A.R.T. targets, customer persona profiles, UVP and distribution channels. Because of the length and complexity of the document, many small business owners use templates to guide them in building these goals. Unfortunately, planning and implementing a marketing plan can be too time consuming for small businesses with limited employees and budgets. Hibu helps break these time and work limits; For an initial fee of just $400 and a $100/month maintenance fee, it offers a full staff of small business marketing professionals that create and implement marketing plans around their clients' goals. Click here to get started with Hibu. Visit Hibu Hibu