



SHANE CARPENTER
STRATEGIC COMMUNICATION

Strategic Marketing Plan Template



One Year Plan

Future Date:

Revenue:

Profitability:

Measurables:

Goals for the Year

1.

2.

3.

4.

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6.

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9.

10.

11.

12.



OBSTACLES



TARGET MARKET



DIFFERENTIATORS



SWOT ANALYSIS

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS



BENCHMARKS

Website	Priority Keywords For This Year	Social Traffic
Domain Authority:		<u>Referrals</u>
Website Traffic:	1.	Facebook:
Email Addresses:	2.	Instagram:
Qualified Leads:	3.	Twitter:
Conversion Rate:	4.	LinkedIn:
<u>Priority Keywords/Rankings</u>	5.	YouTube:
1.	6.	Pinterest:
2.	7.	TikTok:
3.	8.	Snapchat:
4.	9.	Others:
5.	10.	<u>Average Time Per Session</u>
6.	11.	Facebook:
7.	12.	Instagram:
8.	13.	Twitter:
9.	14.	LinkedIn:
10.	15.	YouTube:
11.		Pinterest:
12.		TikTok:
13.		Snapchat:
14.		Others:
15.		



BENCHMARKS

Earned Media

Article:
Traffic Driven:
Article:
Traffic Driven:
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Paid

Facebook
Ad Spend:
CPC:
CTR:

Instagram
Ad Spend:
CPC:
CTR:

Twitter
Ad Spend:
CPC:
CTR:

LinkedIn
Ad Spend:
CPC:
CTR:

YouTube
Ad Spend:
CPC:
CTR:

Google:
Ad Spend:
CPC:
CTR:



MARKETING AND COMMUNICATION GOALS



MARKETING AND COMMUNICATION STRATEGY



MARKETING AND COMMUNICATION OBJECTIVES



OWNED MEDIA TACTICS



SHARED MEDIA TACTICS



EARNED MEDIA TACTICS



PAID MEDIA TACTICS

