

# Marketing Plan To-Do List

To Do	Check	Deadline
Short Term Business Goals		
Long Term Business Goals		
Conduct Primary Research		
Conduct Secondary Research		
Establish Your Target Market		
Establish Your Products and Services		
Write Your Unique Value Proposition		
Write Your Mission Statement		
Establish Business Strengths		
Establish Business Weaknesses		
Establish Business Opportunities		
Establish Business Threats		
Identify Your Top 3 Marketing Goals		
Check Goals Against SMART Criteria		
Track Marketing Results of Each Goal		
Establish Product		
Establish Price		
Establish Place		
Establish Promotion		
Identify Product Tactics		
Identify Price Tactics		

Identify Place Tactics		
Identify Promotion Tactics		
Estimate Future Revenue		
List Current Fixed Expenses & Costs		
Establish Marketing Mix Budget		
Complete Marketing Budget Spreadsheet		
Decide on Marketing Initiatives to Implement		
Identify Main Tactics		
Outline Timing for Tactics		
Include Ongoing Marketing Activities		
Plan Initiative Details and Specifics		
Summarize All Course Work		
Fill in Any Missing Gaps		
Identify Any Other Tasks		
Allocate Deadlines		