

Regina Y. Favors Website

# Favors Marketing Plan Template

Part of Favors Marketing Lessons

Regina Y. Favors

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# FAVORS TENTATIVE MARKETING PLAN TEMPLATE

The Favors Tentative Marketing Plan Template is based on the development of the Regina Y. Favors Website Tentative Marketing Plan (Full and Condensed) and the subsequent Regina Y. Favors Website Digital Marketing Plan. Both are published on Amazon.com. The additional title focuses on the digital advertising campaign results created and executed through a three-month case study, from March 2023 to June 2023. Additional titles are forthcoming.

To best understand this template, read the Regina Y. Favors Website Tentative Marketing Plan. It will help you to understand the language needed for each of the sections outlined below. There are accompanying Favors Marketing Lessons worksheets and video and educational materials.

## LEARNING OBJECTIVES

By the end of this template, students and workshop participants will be able to do the following:

- Research the concept of the marketing plan.
- Outline a tentative marketing plan.
- Write a preliminary draft of a tentative marketing plan.

The tentative marketing plan template introduces the concept for exploration and application in a fully developed tentative marketing plan and within the Favors Marketing Lessons 101: A Workbook and Action Planning Guide.

## VIDEO LESSONS

To complete this Tentative Marketing Template, review the following video titles:

- [Favors Marketing Lessons: Marketing Goals Worksheet](#)
- [Favors Marketing Lessons: Pre-Marketing Plan Checklist](#)

This is the primary video connected to the checklist. There are additional videos available on YouTube. Here are the titles and links:

- [Favors Marketing Lesson: Logo + Branding: Introductory Principles of Marketing for Small Business Owners](#)
- [Favors Marketing Lessons: Event Planning, The Blended Cultures Vendor, Introductory Principles of Event Planning for Emerging Small Business Owners](#)

It functions as an online workshop prepared for a small business owner specializing in digital marketing. Use of the video is subject to fair use.

## LEARNING RESOURCES

The learning resources for this marketing goals worksheet are based on the Regina Y. Favors Website Tentative Marketing Plan (full and condensed) and the Regina Y. Favors Website Digital Marketing Plan, Campaign #1. Here are the links to the resources:

- [The Regina Y. Favors Website: A Tentative Marketing Plan—Condensed Version](#)
- [The Regina Y. Favors Website Digital Marketing Plan: Three-Month Case Study, Campaign #1](#)

Both source materials are helpful for understanding the individual elements of preparing the tentative marketing plan. They are available on Amazon.com for purchase.

## LINKS/CONTACTS/SOCIAL MEDIA

The contact information includes website and social media pages:

- Website: [www.reginayfavors.com](http://www.reginayfavors.com)
- Amazon author page: <https://amazon.com/author/reginayfavors>
- Facebook author page: <https://www.facebook.com/lifereboundrecovery>
- Instagram: <https://www.instagram.com/reginayfavors/>
- Twitter: <https://twitter.com/reginayfavors>
- LinkedIn: <https://www.linkedin.com/in/regina-y-favors-a8887724/>
- YouTube: <https://www.youtube.com/@reginayfavors>

## FORTHCOMING TITLE

The following title is in progress.

- Favors Marketing Lessons 101: A Workbook and Action Planning Guide

It will house all the worksheets and references to online lessons.

Please review and complete Pre-Marketing Plan Checklist for insight.

## OVERVIEW

- I. Front Matter
- II. CEO/President's Welcome Statement
- III. Company Information (Overview)

## TENTATIVE MARKETING PLAN

The tentative marketing plan is based on the idea of testing the marketing for your product and/or service. It allows you to determine your marketing goals, create and develop a digital advertising campaign, and study the market and/or industry for your product and/or service. If you have a niche product, you do not have competitors. You have not built a sustainable brand to compete with other companies that might offer similar products and service offerings.

Therefore, you are coming to the market as the status quo underdog. Your initial marketing goal would require that you build brand awareness. That can be accomplished by running digital ads on one or more social media platforms. This requires that you create or hire someone to create the digital ads for your product and/or service.

Review the following tentative marketing template to gain some sense of how to structure the information. Purchase the Regina Y. Favors Website Tentative Marketing Plan to best understand the language needed for each section. You may also research "sample marketing plans" by conducting a Google search. Any keyword or concept you do not understand, research that information on the Internet.

- IV. Tentative Marketing Plan
  - a. Business Summary
  - b. Business Initiatives
  - c. Market Analysis
    - i. Online Consumer Analysis
    - ii. Customer Analysis
    - iii. Tentative Demographics
    - iv. Test Case
    - v. Education Campaign
  - d. Competitor Analysis
  - e. SWOT Analysis
  - f. Marketing Strategy
    - i. Digital/Online Ads
    - ii. Physical

- iii. The 7 Ps
- g. Marketing Channels
- h. Customer Conversion Tools
  - i. Feedback Form
  - ii. Social Media Buttons
  - iii. Subscription
  - iv. Tagging
  - v. Advertising Campaign
  - vi. eCommerce Store
- i. Financial Planning & Considerations
  - i. Financial Projections Gap
  - ii. Budget Planning & Considerations
  - iii. Figure. Marketing Company A Cost of Services
  - iv. Social Media Platform Provider A Cost of Services (New)
- j. Marketing Goals
  - i. Build brand awareness.
  - ii. Drive traffic to website.
  - iii. Create targeted online consumer base.
  - iv. Create buyer's persona(s).
  - v. Create customers who buy.
  - vi. Send emails encouraging testimonials.
  - vii. Assess returning customers.
  - viii. Establishing timelines for marketing goals. (New)
- k. Buyer's Persona Template
  - i. Section 1: Who?
  - ii. Section 2: What?
  - iii. Section 3: Why?
  - iv. Section 4: How?
  - v. Sample Buyer's Persona
- l. Customer Segmentation & Analysis
  - i. Goal
  - ii. Purpose
  - iii. Customer Segments
- m. Competitor Benchmark & Analysis
  - i. Goal
  - ii. Purpose
  - iii. Case Studies
- n. Digital Assets
  - i. Paid Media
  - ii. Earned Media

- iii. Owned Media
- o. Content Strategy
  - i. Paid Media
  - ii. Earned Media
  - iii. Owned Media
- p. Measurement (SMART)
  - i. Specific
  - ii. Measurable
  - iii. Actionable
  - iv. Relevant
  - v. Time Bound
- q. Company A Branded Products
  - i. Websites
  - ii. Books
  - iii. Other Product Types
- r. Conclusion
- s. References/Links
- t. Contact Information

## DIGITAL MARKETING STRATEGY

The digital marketing strategy supports the tentative marketing plan for your company and category of products and/or service offerings. There must be agreement between the different plans because both inform the social media marketing strategies you will need to adopt. Digital marketing is the creation and deployment of digital ads, but social media marketing reflects the strategy for how you will deploy and execute those digital ads on multiple social media platforms. Budget considerations are key.

- V. Digital Marketing Strategy Overview
  - a. Vision
  - b. Mission
  - c. Goal Hierarchy
    - i. Critical Assets
    - ii. Business Objectives
    - iii. Marketing Objectives
    - iv. Key Performance Indicators
    - v. SWOT
  - d. Social Media Marketing Plans



- i. Facebook
  - ii. Instagram
  - iii. LinkedIn
  - iv. Twitter
  - v. YouTube
  - vi. Pinterest
  - vii. Amazon.com
  - viii. Medium.com
  - ix. TikTok
- e. eCommerce/Online Store

## **TENTATIVE MARKETING PLAN—EVENT PLANNING CONSIDERATIONS**

The tentative marketing plan that considers event planning will require extensive research and budgetary decision-making. If you can visit an event locally, such as a book fair or major business conference, then costs may be low. However, if your attendance requires travel, then preparing the budget for participation will require significant planning.

The Regina Y. Favors Website Tentative Marketing Plan uses the Miami Book Fair as a target of study to design attendance and participation objectives and to align one or more marketing goals. The primary goal is always to build brand awareness. The next goal would be to drive traffic to the website. The obvious goal would be to convert consumers who visit the website to customers who purchase and buy into the message of the product and/or service offering.

The event planning objective must support the existing marketing goals for your company.

- VI. Company Overview
- a. Existing Marketing Goals
  - b. Event Primary Goal
  - c. Thematic Fit
  - d. Areas of Responsibility
  - e. Budget Guidelines
  - f. Event Branding
  - g. Event Planning Contracts
  - h. Technology Tools
  - i. Measuring Success
  - j. Case Study: Sample Event, Book Fair A

## END MATTER

- VII. About Company A
  - a. Vision
  - b. Mission
  - c. Purpose
  - d. Disclaimer
  
- VIII. About Digital Services Company Provider A
  - a. Mission
  - b. Purpose
  
- IX. Appendices
- X. About the Author/Writer/Document Preparer
- XI. List of Links, Social Media Handles, Websites, Products
- XII. Additional Information such as Fair Use Disclaimer
- XIII. Bibliography & Useful Resources
- XIV. Contracts & Request for Marketing Proposals

## **ABOUT FAVORS MARKETING LESSONS (FMS)**

Favors Marketing Lessons (FMS) is a product of Favors Business Solutions (FBS). FMS provides educational and learning materials for small business owners who need the process of marketing planning for their company and products. FMS is an educational solutions provider under Favors Business Solutions. The mission of FMS is to provide marketing educational materials.

## **ABOUT FAVORS BUSINESS SOLUTIONS (FBS)**

Favors Business Solutions (FBS) is the commercial arm of the Regina Y. Favors Website, which supports the tenets of the Regina Y. Favors Learning Center, d.b.a. Favors Learning Center. As a newly developed entity, FBS provides the following products and services:

- Marketing plans
- Digital advertising campaign planning and consulting
- Ghostwriting for business and self-help topics
- Technical writing services, including handbooks and training manuals
- Event planning research
- Video and learning materials, including marketing lessons and downloadable worksheets
- Workshop facilitation and development
- Marketing templates
- Sample case study development

The vision of Favors Business Solutions is to be the preferred provider of online business lessons and educational materials. The mission of Favors Business Solutions is to educate, prepare, and provide consulting to small business owners in helping them meet their online marketing needs.

## **PUBLICATIONS**

Favors Marketing Lessons produces online learning materials that are downloadable, and video based. Books and guides may be forthcoming. Favors Marketing Lessons is preparing an online teaching mechanism for emerging small business owners through one or more platforms.

Favors Business Solutions writes and produces a portfolio of sample documents for commercial and educational use, some of which are subject to fair use under U.S. copyright law.

## **REGINA Y. FAVORS WEBSITE**

The Regina Y. Favors Website has written and self-published to date a tentative marketing plan for the site (full and condensed) and is currently marketing and promoting the first advertising campaign of the digital marketing plan. The website is undergoing a digital marketing plan, which includes event preparation and planning for an upcoming 2023 book fair.

## APPENDIX

### FAVORS TENTATIVE MARKETING PLAN TEMPLATE

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  - f. Event Branding
  - g. Event Planning Contracts
  - h. Technology Tools
  - i. Measuring Success
  - j. Case Study: Sample Event, Book Fair A

## END MATTER

- VII. About Company A
  - a. Vision
  - b. Mission
  - c. Purpose
  - d. Disclaimer
  
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  - b. Purpose
  
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