

FREE TEMPLATE

Marketing Plan 2027 on one page

Goals, channels, budget and dates. The template we use ourselves.

A marketing plan does not need to be thick, it needs to be read. One page holds what your team needs to know all year: where you are going, for whom, with which message, through which channels, with what budget and how you will know it is working. The template can be filled in on screen or printed.

PAGE 2
Fill it in in six steps

PAGE 3
The template, fillable

PAGE 4
A completed example

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HOW TO USE IT

Six steps to a plan people actually read.

Fill in the template on page 3 in this order. Block one focused hour, ideally with the person who signs off the budget.

1

One goal, one number

Not “become better known”, but “40 qualified enquiries by December 2027”. One goal leads, everything else follows.

2

For whom exactly

One target group, so specific that you could name three real people. Speak to everyone and you reach no one.

3

One message

One sentence on why people choose you. It will appear in ads, on the website and in every proposal.

4

Three channels at most

Three channels done well beat seven done halfway. Per channel: what you do there, how often, who is responsible.

5

Budget per quarter

Keep media, production and tools separate. Plan peaks for your season, not an even spread across the year.

6

How you will see impact

One metric per channel that relates to the goal: enquiry rather than click, meeting rather than reach.

OUR TIP FOR DECEMBER

If you commission and pay for first-quarter services in December, that may count as this year's expense. Your tax adviser will tell you whether that applies to you.

TEMPLATE

Marketing Plan 2027 for

Goal 2027 (with a number)

Target group

Message in one sentence

Channels three at most

CHANNEL	WHAT AND HOW OFTEN	METRIC

The year in quarters

	Q1	Q2	Q3	Q4
Focus				
Campaigns and events				
Budget				

Click into the fields and type on screen, or print it out and fill it in by hand.

EXAMPLE

This is what it can look like.

Made-up example for orientation: an architecture practice with twelve people in Lower Austria. All figures and content are made up.

Goal 2027 (with a number)

40 qualified enquiries for single-family home designs by December 2027

Target group

Couples with a plot in Lower Austria who want to build within the next two years

Message in one sentence

We plan so precisely that your build stays free of costly surprises.

Channels three at most

CHANNEL	WHAT AND HOW OFTEN	METRIC
Website and guides	6 guides, 1 new per quarter	Enquiries via the form
Meta Ads	Checklist as lead magnet, ongoing	Cost per lead
Newsletter	Twice a month	Replies and booked meetings

The year in quarters

	Q 1	Q 2	Q 3	Q 4
Focus	Guide: building plots	Spring campaign	Site videos	Year in review
Campaigns and events	Checklist as lead ad	Home builders fair	Open site day	December offer
Budget	€3,000	€6,000	€4,000	€3,000

AFTERWARDS

And then: keep the plan alive.

A plan only works if people look at it regularly. Here is how, with little effort.

1 **Make it visible**

Printed in the office or as the first page in the shared folder.

2 **Review it every quarter**

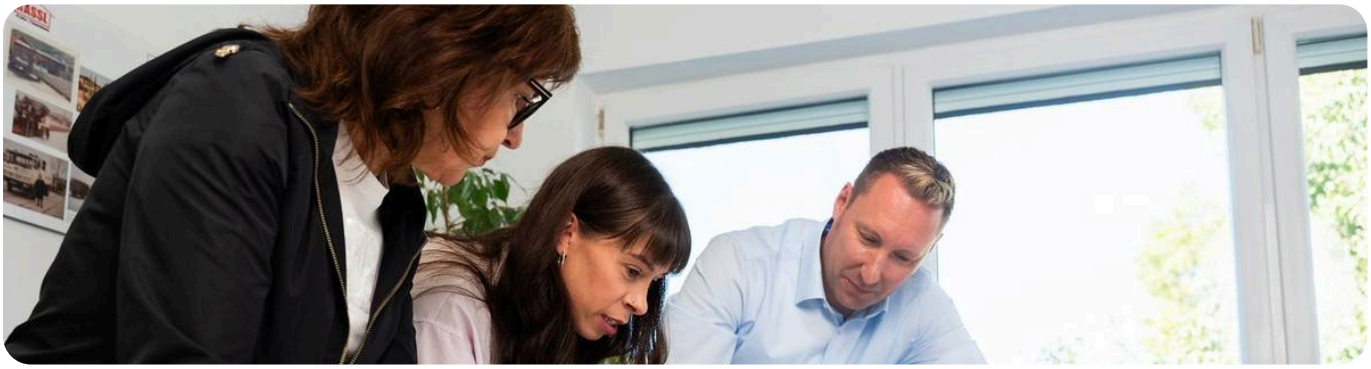
One hour: what worked, what did not, what is shifting.

3 **Cut with courage**

A channel without impact gets no more budget, even if it is fun.

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Planning workshop with the team of Planungsbüro Grassl.

WHAT COMES NEXT

Your plan, reviewed by us.

Send us your completed plan. We will take a look, tell you where we would start and what can be implemented fastest with event content, campaigns and AI visibility.

Get my plan reviewed →

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MAZE & Friends

Get found by AI.
Chosen by humans.
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