



D-SRC Marketing Plan Outline

Use the prompts to develop a strategic marketing plan in the D-SRC Fillable Template.

I. Market Targets

Using your D-SRC "Complete Market Analysis" as a reference, summarize your market targets.

Customer	Who is your product meant for and how are they targeted in your marketing?
Location	In what spaces must the company have a consistent presence?
Competition	Which similar companies will you observe and learn from?
Market Conditions	How do you message around your customer's desires/unfulfilled need and navigate social/regulatory barriers that influence how you can sell?
Unique Value	How does the company articulate the unique value of its offering(s)?
Proven Demand	What bonafide customer feedback will the company promote in marketing?

II. Marketing Goals and Objectives

12-Month S.M.A.R.T (Specific, Measurable, Attainable Relevant, and Time Bound) marketing goals.

- Establishing the company's brand identity and a graphic design goals
- Developing the company's website and establishing high-quality SEO
- Establishing a consistent digital marketing plan (especially for email and/or social media)

III. Branding

Describe the company's brand identity. How was the company's brand established? When? How is the company's brand implemented in product development, sales, and/or service provision?

IV. Graphic Design

Describe the company's ongoing graphic design requirements. Describe how graphic design is used to support marketing goals? What kind? How often?

V. Websites, Landing Pages, and Search Engine Optimization (SEO)

Provide links to websites, landing pages. What happens when your customers arrive at your digital doorstep? How do your website's design and keywords maximize search engine traffic?

VI. Internal and External Events

Describe events hosted by your company and/or attended by your representatives in the next twelve months. How many? How do these events support your marketing goals.

VII. Social Media

Describe the social media channels you use; your posting schedule; third-party software used; and the type of content shared. How does your social media strategy to influence sales and/or website traffic? List your social links and a hashtags regularly used to promote your offerings.

VIII. Email Campaigns

Describe how the company uses email campaigns to promote its offerings and influence website traffic? How often? What software is used for email campaigns?

IX. Advertisements and Paid Messaging

Which paid messaging channels do you use? How much is spent? How often? Describe the tangible results of paid messaging. How is it used alongside free promotional methods?

X. Customer Feedback

How do you collect and track customer feedback? How is it used to improve? How do you maintain relationships with existing customers? Attach sample surveys to your marketing plan.

XI. Appendix

DSOURCE Templates

- The Complete Market Analysis

Company Files

- Company Branding and Style Guide(s)
- Customer Survey Samples