

Startup Marketing Plan

[Company Name] • [Quarter/Year] • Owner: [Name]

1. Objectives & North Star

What must marketing achieve this period? Set 1-3 measurable objectives tied to business goals (e.g., "Generate 120 qualified leads/quarter" — not "increase awareness").

2. Target Market & Personas

Who exactly are you marketing to? Define your ideal customer profile and 1-2 personas: role, company size, where they spend attention, and the trigger that starts their buying journey.

3. Positioning & Core Message

For [target customer] who [need], [product] is the [category] that [key benefit], unlike [alternative]. Write the one sentence every campaign must reinforce.

4. Channels & Tactics

Pick 2-3 channels you can execute well, not 10 you can't. For each: the tactic, the owner, the expected contribution to your objective, and how you'll know within 30 days if it's working.

5. Budget

Allocate spend by channel including tools and content production. Note what percentage is experimental vs. proven.

6. Calendar & Milestones

Month-by-month: campaigns, launches, content themes, and review checkpoints.

7. KPIs & Review Cadence

The 3-5 numbers you will review weekly or monthly (pipeline generated, CAC by channel, conversion rates), who reviews them, and the threshold that triggers a change of plan.

