

Marketing Plan: Executive Summary

Introduce your company (points 1-3). Briefly describe your business and the products or services you offer. Include your goals, objectives, mission statement, and value proposition.

Next, highlight your target customers and the markets you serve (point 4). Add high-level details about their demographics and psychographics. Also include the purchase process (or, “buyers journey”).

Outline your situational analysis and positioning (points 5-6). This should summarize your product’s distribution channels, the broader competitive landscape, current financial conditions, and any pertinent external forces.

Walkthrough your growth strategies (points 7-13), including the ...

- Distribution plan
- Marketing plan
- Marketing assets
- Conversion strategy
- Joint ventures and partnerships
- Strategies for increasing orders
- Referral strategies

Conclude with your financial projections (point 14).

Reverse engineer the executive summary after you’ve completed the rest of your marketing plan and do your best to keep it limited to one-to-three pages.