



Marketing Strategy Template

For Small Business Success

How to Use This Marketing Strategy Template:

- Define your primary goal for the next 90 days (leads, revenue, or audience) before filling the template.
- Keep it focused by selecting only 1–2 target segments and 2–3 key channels.
- Ensure all elements—audience, messaging, channels, and funnel—align with one clear strategy.
- Use the one-pager as a decision filter to avoid random or misaligned activities.
- Review and refine it every 30 days based on performance and insights.

Marketing Strategy Template

Business Objective (Why are you doing this?)

Primary Goal (Next 90 Days):

(e.g., Generate 50 qualified leads/month, ₹10L revenue, build brand awareness)

.....

Success Metric (How will you measure it?):

(e.g., leads, revenue, conversion rate)

.....

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Ideal Customer Profile (Who are you targeting?)

Target Audience Description:

(e.g., age, profession, location)

.....

.....

Marketing Strategy Template

Their Key Pain Points:

.....

.....

.....

Where do they spend time online?

- Google Search**
- Instagram**
- LinkedIn**
- YouTube**
- Others:** (Mention)

Value Proposition (Why should they choose you?)

What do you offer?

.....

What problem do you solve?

.....

What makes you different?

.....

Simple Statement Format:

We help [target audience] solve [problem] by [solution], unlike [alternative].

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Core Offer (What are you promoting first?)

Primary Offer:

(e.g., service, product, consultation)

.....

Why will people choose this?

.....

Simple Statement Format:
We help [target audience] achieve [specific outcome]
through [your core offer], without [common pain/frustration].

Marketing Channels (Where will you focus?)

Primary Channel (Main growth driver):

- Google**
- Instagram**
- LinkedIn**
- YouTube**
- Others:**

Supporting Channel:

- Email**
- WhatsApp**
- Retargeting**
- Others:**

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Marketing Channels (Where will you focus?)

Content Direction (What will you talk about?)

Content Pillars (3 max):

.....

.....

.....

Content Goal:

- Educate**
- Build Trust**
- Generate Leads**
- All**

Lead Generation System (How will you capture leads?)

- Landing Page**
- WhatsApp**
- Form**
- Lead Magnet**

What happens after someone shows interest?

.....

.....

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Conversion Path (How do leads become customers?)

Step 1:.....

Step 2:.....

Step 3:.....

Weekly Execution Plan (How will you stay consistent?)

Content Frequency:

- 2 posts/week
- 3-4 posts/week
- Daily

Time Commitment:

- 2-4 hrs
- 5-8 hrs

Key Metrics to Track (What will you measure?)

Traffic:

Leads:.....

Conversion Rate:.....

Cost per Lead (if ads):

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Resources & Budget (Can You Execute This?)

Manpower (Internal & External)

Who will execute your marketing?

- Founder
- In-house team
- Freelancers
- Agency/Consultant

Key Roles Covered (Tick what's available):

- Content creation (posts, videos, copy)
- Design (graphics, creatives)
- Ads management
- Website / landing page updates
- Lead handling & follow-ups
- Analytics & reporting

Budget Planning

Monthly Marketing Budget:

₹ / \$

Budget Allocation (Simple Split)

Ads (Paid campaigns):

.....%

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Content creation (design, video, tools):

..... %

Tools / software:

..... %

Freelancers / agency:

..... %

Budget Approach

- Start small & test**
- Scale what works**
- Fixed monthly budget**
- Flexible (based on performance)**



SIXTH PIXEL

DECODING
DIGITAL MARKETING

Contact Us @
marketing6thpixel@gmail.com