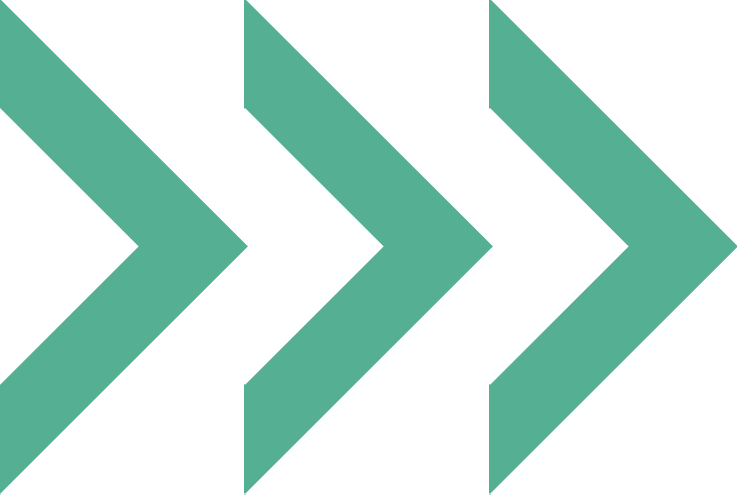
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Marketing plan template

for rental businesses



**How to use this marketing plan template?**

When you have filled out all the information in this template, you can delete page 1 and 2.

Read more about what the marketing plan should include and get great examples and ideas in [this article.](https://sharefox.co/how-to-create-a-marketing-plan-for-rental-businesses-download-free-marketing-plan-template/)

This template includes customiz­­able fields for:

* Executive summary
* Defining your target market
* Decide which KPIs to measure
* Analyze the current market conditions
* The 4 "P's of Marketing
* Website and Branding
* Content Strategy and Plan
* Social Media Plan
* Timeline
* Resources/Budget
* Responsibilities

# Overview of the marketing plan:



**Company name or logo**

**Marketing plan**

**Executive summary**

Goals:

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How to achieve the goals:

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# Who is your ideal buyer persona?

**Defining your target market**

|  |  |
| --- | --- |
| **Buyer persona 1** | Add your description of the persona: |
| **Challenges:** | What challenges do your personas face? |
| **Connection:** | How do they connect with your business? |
| **Create a language:** | How can you create a language that speaks directly to them? |

|  |  |
| --- | --- |
| **Buyer persona 2** | Add your description of the persona: |
| **Challenges:** | What challenges do your personas face? |
| **Connection:** | How do they connect with your business? |
| **Create a language:** | How can you create a language that speaks directly to them? |

**Decide which KPIs to measure**

*Examples of KPIs: sales revenue, cost per lead, client value, website traffic-to-lead ratio, lead-to-client ratio, landing page conversion rates, organic traffic and more.*

Which key performance indicators (KPIs) will you measure?

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# Describe your:

**Analyze the current market conditions**

|  |  |
| --- | --- |
| **Strengths:** | Description: |
| **Weaknesses:** | Description: |
| **Opportunities:** | Description: |
| **Threats:** | Description: |

**The 4 "P's of Marketing**

**Describe your:**

|  |  |
| --- | --- |
| **Product:** | Description: |
| **Price:** | Description: |
| **Place:** | Description: |
| **Promotions:** | Description: |

Initiatives for the website and branding:

**Website and Branding**

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Goal of initiatives:

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Metrics to measure success:

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Content that already exists:

**Content Strategy and Plan**

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Old content to update:

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New content:

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**Channels**

What channels will you use to reach your audience?

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Where are your audience most active?

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# Analyze your social media channels

**Social Media Plan**

How are you using social media today?

How often are you posting today?

How are the traffic, number of followers, number of new customers today?

What’s your plan to grow your social media channels?

How often will you post in the different social media channels?

How will you measure the success of your social media channels?

**Timeline**

# Set up a timeline for marketing your rental business:

Q1 (January - March)

|  |  |  |  |
| --- | --- | --- | --- |
| **Channel** | **Activities** | **Budget** | **Smart goal** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Q2 (April - June) |  |  |  |
| **Channel** | **Activities** | **Budget** | **Smart goal** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Q3 (July - September) | |  |  |
| **Channel** | **Activities** | **Budget** | **Smart goal** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Q4 (October - December) | |  |  |
| **Channel** | **Activities** | **Budget** | **Smart goal** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Resources/Budget**

Which resources are essential for achieving the business objectives? And how much does it cost?

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Which resources may not be necessary and can be left out of the budget?

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Current and future needs:

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Estimated cost per acquisition (CPA):

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Who is responsible for every part of your marketing activities?

**Responsibilities**

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Will someone outside of your team help you?

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