



Gladiator^{CMO}



CHECKLIST

Marketing Plan

TRANSFORM YOUR BUSINESS GOALS
INTO TARGETED VICTORIES



Congratulations on taking the first step by downloading this Marketing Plan Checklist! Taking the time to develop a strategic marketing plan ensures your team is all working toward the same goals and that your efforts are used efficiently.

If you downloaded our Business Plan Checklist, you may notice that some of the items overlap. This is on purpose as your marketing strategy should be closely tied to your business plan.

We compiled this checklist for you based on our years of work with startups, small businesses, and established enterprises. Over the past five years we have helped dozens of companies grow with our Fractional CMO and Strategic Marketing services. We want to help you achieve your goals too!

Kristine Bryant, CEO

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Marketing Plan Checklist

ABOUT YOUR BUSINESS

- ☐ Goals
- ☐ Company Bio or Elevator Pitch
- ☐ Products/Services

COMPETITIVE ANALYSIS (MARKETING-FOCUSED)

- ☐ Identify key competitors
- ☐ Evaluate competitors on:
 - ☐ Products/Services
 - ☐ Website
 - ☐ Thought Leadership (blogs, white papers, webinars, case studies, videos, etc.)
 - ☐ Email marketing
 - ☐ Social media
 - ☐ Key messages across channels
- ☐ Competitor best practices to emulate

POSITIONING

- ☐ Target markets
 - ☐ Company characteristics
 - ☐ Industries (to target and to avoid)
 - ☐ Buyer roles
 - ☐ Catalysts
- ☐ Your differentiators by market
- ☐ Company SWOT analysis
 - ☐ Strengths
 - ☐ Weaknesses
 - ☐ Opportunities
 - ☐ Threats

METRICS

- ☐ Key indicators to measure progress toward each goal
- ☐ Relevant benchmarks by marketing activity



Activities by Buyer Stage

Prioritize marketing and sales activities to facilitate each stage of the buyer journey. This can include:

	Awareness Get in front of new customers	Consideration Educate potential customers	Decision Facilitate purchases	Retention Delight your customers	Referral Turn your customers into advocates
Website					
Thought Leadership					
Blogs					
Case Studies					
White Papers					
Webinars					
Email Marketing					
Social Media					
SEO					
Advertising					
Organization & Event Participation					
Video					
Sales Collateral					
Product/Service Documentation					
PR					
Partnerships					

Make sure that you have at least one activity for the first three buyer stages: Awareness, Consideration, and Decision. If your organization is more mature, determine which stage presents the most opportunity in your current state and prioritize activities for that stage.

Need More Guidance? Schedule a **Free Consultation.**

Writing or revising a business plan is a big undertaking. Whether you have questions about how to start, you are looking for a second set of eyes on your assumptions, or you just want someone else to do it for you – we are here to help.

BOOK NOW

Schedule a free 30-minute strategy session with us and let's talk about your specific needs.

