

# Instructions for Using This Template

This document template can be used to create a marketing plan for your financial advisory business. This marketing plan is designed to be used for the day-to-day practical application of your marketing initiatives, rather than as a philosophical or abstract discussion. As such, it does not call for detailed or lengthy discussion in each section, but rather focuses on actions, tactics and implementation. This template is intended as a guide to using best practices; you can add or delete pages as needed to fit your unique circumstances. Specific, defined actions with owners and deadlines are the key to completing your initiatives.

**The best marketing plan is not one that gets done, but one that gets *implemented*.**

# Marketing Plan



**CARSON**  
COACHING

# 1 Firm Background

Answer the question, “What is my firm’s reason for existing?”

# 2 Target Market

What is your target market? Who is your ideal client? If you don't know your audience, how can you craft effective messages, tactics and activities? Message and medium are defined by audience; the more specific you can define your market niche and ideal client, the more effective your marketing tactics will be and the greater your ROI.

## Ideal Client

Age, gender, life stage:

Job title/role:

Profession or industry:

Net Worth, Investable Assets or Income:

Core values:

Passions/Hobbies:

Organizations or groups:

Primary concern about wealth

# 2 Target Market

Using what you defined as your ideal client, build a 2-3 sentence description of your firm's market niche. Defining your niche is important to refine your brand; if you are trying to market to everyone, you probably aren't resonating with anyone. Use your ideal client profile and market niche description as a touchstone when making decisions about marketing tactics: does the tactic address your ideal client or market niche? Are they likely to encounter your marketing piece or activity in their daily activities? If not, then go back to the drawing board until you hit upon tactics and activities that do.

## Market Niche Profile

# 3 Competitive Advantages

What sets your business apart from others? What do you do that no other firm can do? What differentiates you from other advisors that your clients may buy from? What is your story? Determining your competitive advantages will define your unique value proposition to prospects and clients.

Brand Feature	Brand Promise
Unique product or service you provide	Benefit to your ideal clients & market niche: What's In It For Them

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# 4 Strategic Objectives

Answer the question, “What do I want to achieve this year?”

What high-level business objectives do you want to achieve for your business through your marketing plan? Measurable objectives are best, follow the SMART format: **S**pecific, **M**easurable, **A**chievable, **R**elevant and **T**ime-based. Choose your top 3-5 strategic objectives and when you want to complete them during the year.

What	By When?

# 5 Marketing Initiatives

## Initiative 1

What key marketing initiatives will you need to undertake to help you reach the strategic objectives you identified in step 4? What individual tactics or activities will you use to complete each initiative? Depending on the maturity of your firm and scope and complexity of your marketing plan, you should aim for 3-5 marketing initiatives, with no more than 10 activities for each. Remember, more does not equal better...*targeted and completed* equals better!

\*\*Duplicate or delete pages as needed.

Tactics / Activities
Duplicate or delete rows as needed for activities

**Strategic Objectives Addressed:**

Objective 1  
Objective 2  
Objective 3

How much will this contribute to revenue/profitability?  
**XX%**



# 5 Marketing Initiatives

## Initiative 2

What key marketing initiatives will you need to undertake to help you reach the strategic objectives you identified in step 4? What individual tactics or activities will you use to complete each initiative? Depending on the maturity of your firm and scope and complexity of your marketing plan, you should aim for 3-5 marketing initiatives, with no more than 10 activities for each. Remember, more does not equal better...*targeted and completed* equals better!

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Tactics / Activities
Duplicate or delete rows as needed for activities

**Strategic Objectives Addressed:**

Objective 1  
Objective 2  
Objective 3

How much will this contribute to revenue/profitability?  
**XX%**

# 5 Marketing Initiatives

## Initiative 3

What key marketing initiatives will you need to undertake to help you reach the strategic objectives you identified in step 4? What individual tactics or activities will you use to complete each initiative? Depending on the maturity of your firm and scope and complexity of your marketing plan, you should aim for 3-5 marketing initiatives, with no more than 10 activities for each. Remember, more does not equal better...*targeted and completed* equals better!

\*\*Duplicate or delete pages as needed.

Tactics / Activities
Duplicate or delete rows as needed for activities

**Strategic Objectives Addressed:**

Objective 1  
Objective 2  
Objective 3

How much will this contribute to revenue/profitability?  
**XX%**

# 5 Marketing Initiatives

## Initiative 4

What key marketing initiatives will you need to undertake to help you reach the strategic objectives you identified in step 4? What individual tactics or activities will you use to complete each initiative? Depending on the maturity of your firm and scope and complexity of your marketing plan, you should aim for 3-5 marketing initiatives, with no more than 10 activities for each. Remember, more does not equal better...*targeted and completed* equals better!

\*\*Duplicate or delete pages as needed.

Tactics / Activities
Duplicate or delete rows as needed for activities

**Strategic Objectives Addressed:**

Objective 1  
Objective 2  
Objective 3

How much will this contribute to revenue/profitability?  
**XX%**

# 6 Marketing Project Outline

Initiative / Actions	By Who	By When	Cost
<b>Initiative 1</b>			
Action 1-1	Name	Date	\$
Action 1-2	Name	Date	\$
Action 1-3	Name	Date	\$
<b>Initiative 2</b>			
Action 2-1	Name	Date	\$
Action 2-2	Name	Date	\$
Action 2-3	Name	Date	\$

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# 6 Marketing Project Outline

Initiative / Actions	By Who	By When	Cost
<b>Initiative 3</b>			
Action 3-1	Name	Date	\$
Action 3-2	Name	Date	\$
Action 3-3	Name	Date	\$
<b>Initiative 4</b>			
Action 4-1	Name	Date	\$
Action 4-2	Name	Date	\$
Action 4-3	Name	Date	\$

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# 7 Budget

<b>Initiative</b> <i>(roll up costs for associated actions)</i>	<b>How Much</b>	<b>When</b>
<b>Initiative 1</b>	\$	Est. Spend Date
<b>Initiative 2</b>	\$	Est. Spend Date
<b>Initiative 3</b>	\$	Est. Spend Date
<b>Initiative 4</b>	\$	Est. Spend Date
<b>Initiative 5</b>	\$	Est. Spend Date
<b>Total \$</b>		

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# 8 Success Metrics

How will you measure whether your actions and initiatives are successful? What key metrics do you need to track to ensure you are achieving your business objectives? How often will you check in on progress? How will you make adjustments if results are not what you anticipated?

Measure of Success	On Target?	
	Yes	No
Examples metrics: ROI		
Increased Revenue/Profit/AUM per Client		
Number of new leads		
Number of qualified leads		
Number of new clients		
Increased Net New Assets		
Increased Client Referrals		
Increased Client Retention Rate		

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# Annual Marketing Calendar

Delivery	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Initiative 1</b>												
Action 1	x										x	
Action 2	x	x										
Action 3		x	x	x								
<b>Initiative 2</b>												
Action 1			x					x				
Action 2			x					x				
Action 3			x					x				
<b>Initiative 3</b>												
Action 1	x	x	x	x	x	x	x	x	x	x	x	x
Action 2					x			x		x		
Action 3				x								
<b>Initiative 4</b>												
Action 1								x	x			
Action 2		x								x		

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