B2B Industrial Marketing Plan Template

| You can edit your version in one of two ways:   1. Edit this version to fit your needs 2. Go to “File” > “Download As” > “Microsoft Word” to Download |
| --- |

## How to use this template

It should be used as a jumping-off point for your industrial company’s B2B marketing plan. It includes customizable sections for

| * Business Summary * Business Initiatives * Target Market * Market Strategy | * Budget * Marketing Channels * Marketing Technology |
| --- | --- |

Once you’re ready to begin, delete pages 1–3 and start filling out your info below. There will be instructions, sample text, and prompts in [brackets] for you to complete as guided.

Remember, you should add/edit/delete any copy or sections as you see fit. We’ve also included an example of what this template might look like once it’s finished below the template itself.

**Questions?** Easy! Reach out to your B2B Industrial Marketing expert 👇

[](https://blackbeanmarketing.com)

[blackbeanmarketing.com](https://blackbeanmarketing.com) | [hello@blackbeanmarketing.com](mailto:hello@blackbeanmarketing.com) | (236) 420-0400

###### [your logo here]

Company Name

## Marketing Plan

| **Our Objective** | Summarize the role the company’s marketing department plays in the growth of your business. This statement should reflect your overall strategy outlined in the pages that follow. |
| --- | --- |
| **Authors of Document** | [Name #1]  [Email Address #1]  [Name #2]  [Email Address #2] |

| **Table of Contents** | Business Summary  Target Markets  Business Goals  Market Strategy  Marketing Budget  Marketing Channels  Marketing Technology | #  #  #  #  #  #  # |
| --- | --- | --- |

| **Business summary** |
| --- |

[Company name] is headquartered in [location of HQ] with offices in [satellite office locations].

* Mission statement:
* Vision statement:
* Core values:
* Unique selling proposition:

## Marketing leaders

| Name 1 | Job title, description and responsibilities |
| --- | --- |
| Name 2 | Job title, description and responsibilities |
| Name 3 | Job title, description and responsibilities |

## SWOT Analysis

As [company name]’s marketing team, we want to help the organization lean into what it does well, improve what it doesn’t, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for [next year].

| **Strengths** | **Weaknesses** |
| --- | --- |
| What we’re good at  What is working  What our clients like about us | What we need to fix  What we need to strengthen  What we need to become more efficient at |
| **Opportunities** | **Threats** |
| What the industry will soon want/need  What we think we would be good at  How we will be different from our competitors | What we think could threaten our growth  Who we think might take our customers |

| **Target Markets** |
| --- |

In [next year], we will be targeting the following industries where we’ll sell our product and reach out to customers.

## Firmographic Segmentation

*Demographics segmentation is important to all marketers, but B2B marketers need the additional segmentation that firmographics can provide. Firmographic segmentation is the classification of B2B customers based on company or organization attributes.*

| **Industry 1: [here]** | |
| --- | --- |
| Pain points/challenges: |  |
| Location: |  |
| Annual revenue: |  |
| Employee #: |  |
| Company type: |  |
| Buyer title: |  |

| **Industry 2: [here]** | |
| --- | --- |
| Pain points/challenges: |  |
| Location: |  |
| Annual revenue: |  |
| Employee #: |  |
| Company type: |  |
| Buyer title: |  |

## Buyer Persona

Within our target market(s), we’ve identified the following buyer personas to represent our ideal contact points.

*The buyer persona is a semi-fictional representation of your ideal customer within your firmographic segmentation. Understanding your target's different motivations, goals, and behaviours can allow your marketing to make more of an impact and resonate better.*

### Buyer Persona 1 (give them a name!)

| **Age:** |  |
| --- | --- |
| **Education:** |  |
| **Most common job title:** |  |
| **Job responsibilities:** |  |
| **Reports to:** |  |
| **Job is measured by:** |  |
| **Gains information by:** |  |
| **Social networks used:** |  |
| **Tools needed to do their job:** |  |
| **Preferred mode of communication:** |  |
| **Goals or objectives:** |  |
| **Biggest challenges:** |  |

## Competitive Analysis

Within our target market(s), we expect to compete with the following companies:

| **Competitor 1: [Name and URL]** | |
| --- | --- |
| Products/solutions we compete with | [What the product/solution is, what it does and what it might do better than yours.] |
| Other ways we compete | [Example: they have a blog that ranks highly on Google for many of the same target-keywords as yours.] |

| **Competitor 2: [Name and URL]** | |
| --- | --- |
| Products/solutions we compete with | [What the product/solution is, what it does and what it might do better than yours.] |
| Other ways we compete | [Example: they have a blog that ranks highly on Google for many of the same target-keywords as yours.] |

| **Competitor 3: [Name and URL]** | |
| --- | --- |
| Products/solutions we compete with | [What the product/solution is, what it does and what it might do better than yours.] |
| Other ways we compete | [Example: they have a blog that ranks highly on Google for many of the same target-keywords as yours.] |

| **Business goals** |
| --- |

In 2023, [Company name] has the ambitious goals of

* Overarching company goal 1
* Overarching company goal 2
* Overarching company goal 3

# Marketing Actions

| **What needs to be done to achieve company goal 1** | |
| --- | --- |
| Description | [Example: Over the next 12 months, we’ll work on building a blog property that becomes a go-to resource for our customers’ burning questions -- and our number-one source of leads month over month.] |
| Goal of initiative | [Example: To increase our website’s rank on Google and create critical top-of-the-funnel marketing content that helps our sales team start more conversations with prospects.] |
| Success metrics | [Example: 50,000 organic page views per month / 10 content downloads per month] |
| Allocated budget: |  |

| **What needs to be done to achieve company goal 2** | |
| --- | --- |
| Description | [Example: Over the next 12 months, we’ll work on building a blog property that becomes a go-to resource for our customers’ burning questions -- and our number-one source of leads month over month.] |
| Goal of initiative | [Example: To increase our website’s rank on Google and create critical top-of-the-funnel marketing content that helps our sales team start more conversations with prospects.] |
| Success metrics | [Example: 50,000 organic page views per month / 10 content downloads per month] |
| Allocated budget: |  |

| **What needs to be done to achieve company goal 3** | |
| --- | --- |
| Description | [Example: Over the next 12 months, we’ll work on building a blog property that becomes a go-to resource for our customers’ burning questions -- and our number-one source of leads month over month.] |
| Goal of initiative | [Example: To increase our website’s rank on Google and create critical top-of-the-funnel marketing content that helps our sales team start more conversations with prospects.] |
| Success metrics | [Example: 50,000 organic page views per month / 10 content downloads per month] |
| Allocated budget: |  |

| **Market Strategy** |
| --- |

# Products/Solutions

### Overview:

[Describe your company’s range of products, their purpose and ongoing marketing tactics.]

| **Product/Solution 1: [Name]** | |
| --- | --- |
| Description |  |
| How does it solve the pain point described in the firmography |  |
| How is this solution different/competitive? |  |
| Price | [How much are you selling it for? Is it competitive and realistic? Will there be any discounts?] |
| Promotion | [How will you promote this solution? What about the content will drive value to into your solution?] |
| People | [Describe roles and responsibilities to bring market strategy success] |
| Process | [How will the product be delivered to the customer? What about maintenance/service? How will you support your clients’ success?] |
| Physical evidence | [Where is the product being showcased? If it’s intangible: how woulc clients produce visible proof of your business?] |

| **Product/Solution 2: [Name]** | |
| --- | --- |
| Description |  |
| How does it solve the pain point described in the firmography |  |
| How is this solution different/competitive? |  |
| Price | [How much are you selling it for? Is it competitive and realistic? Will there be any discounts?] |
| Promotion | [How will you promote this solution? What about the content will drive value to into your solution?] |
| People | [Describe roles and responsibilities to bring market strategy success] |
| Process | [How will the product be delivered to the customer? What about maintenance/service? How will you support your clients’ success?] |
| Physical evidence | [Where is the product being showcased? If it’s intangible: how woulc clients produce visible proof of your business?] |

| **Marketing Budget** |
| --- |

| **💡Top tip💡**  B2B industrial companies typically allocate 2-5% of their yearly revenue to marketing. |
| --- |

| **Marketing expense** | **Estimated investment** |
| --- | --- |
| [Expense name + description] | 0.00 |
| [Expense name + description] | 0.00 |
| [Expense name + description] | 0.00 |
| [Expense name + description] | 0.00 |
| [Expense name + description] | 0.00 |
| [Expense name + description] | 0.00 |
| **Total** | **$0.00** |

| **Marketing Channels** |
| --- |

Over the course of [next year], we will launch/ramp up our use of the following channels for establishing though-leadership in our target industries, generating leads, and developing brand awareness:

| **[Website/Publication/Social Media 1]** | |
| --- | --- |
| Purpose of channel | [Example: Thought-leadership] |
| Success metrics | [Example: 5,000 unique page views per month] |
| Reports/data required |  |
| Responsible |  |

| **[Website/Publication/Social Media 2]** | |
| --- | --- |
| Purpose of channel | [Example: Brand awareness] |
| Success metrics | [Example: 1,000 engagement per month] |
| Reports/data required |  |
| Responsible |  |

| **[Website/Publication/Social Media 3]** | |
| --- | --- |
| Purpose of channel | [Example: Lead generation] |
| Success metrics | [Example: 200 contact form submits per month] |
| Reports/data required |  |
| Responsible |  |

| **Marketing Technology** |
| --- |

[Organization name] will utilize the following technologies and software to help us achieve our goals and objectives.

| **CRM** |
| --- |
|  |
| Email Marketing |
|  |
| **Marketing automation** |
|  |
| **Social media management** |
|  |
| **Content production** |
|  |
| **Advertising** |
|  |
| **Video hosting** |
|  |

| **Marketing Plan Summary** |
| --- |

Once you have established all of the above information, you can report them in a simpler table for company-wide distribution to guarantee alignment.

| **Objectives** | **Initiative** | **Tactics** | **KPIs** |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |