

MARKETING PLAN TEMPLATE

OVERVIEW:

Deciding how much to spend on marketing is not a one-size-fits-all approach. You'll need to collect your key metrics together to determine how your budget meshes with your 2024 needs. As a bonus, having this info handy will make it easier to stick to your marketing goals throughout the year.

Download these dynamic charts to help formulate your marketing goals for the new year.

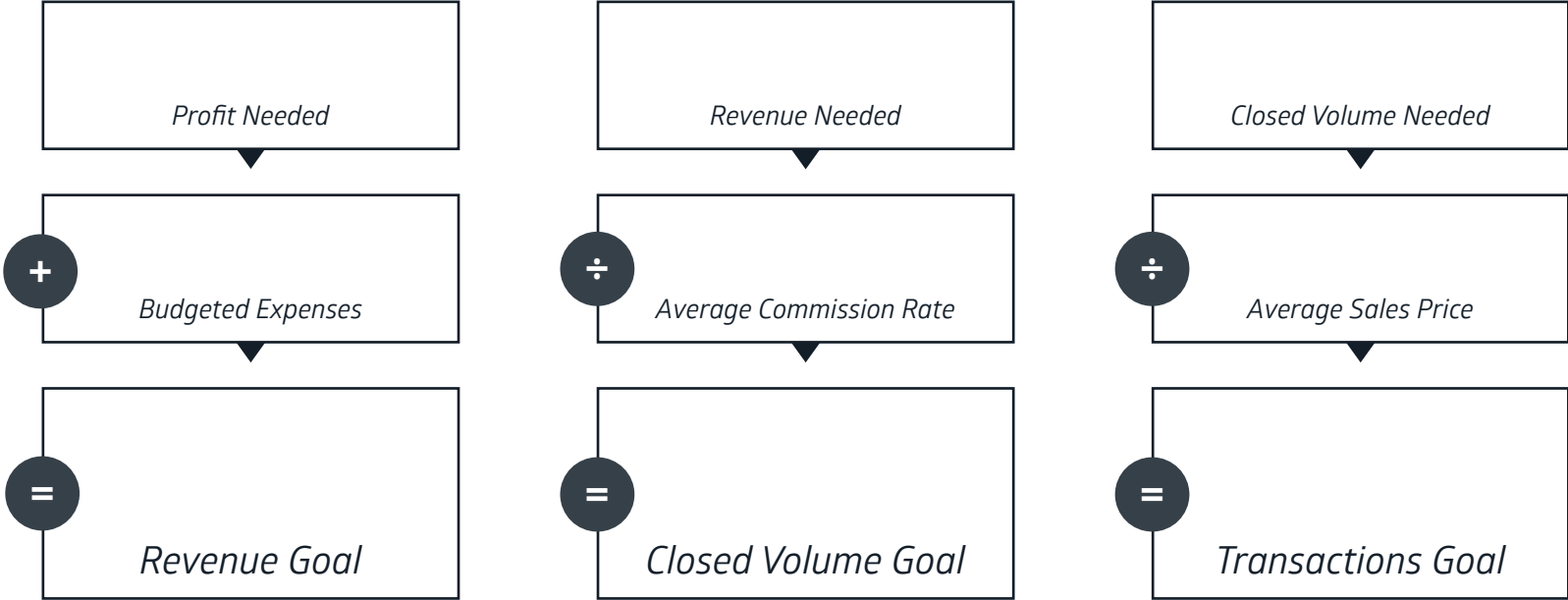


WHAT'S INCLUDED:

- **KPI Tracker**
A fill-in form for tracking your performance goals
- **Budgeted Expenses Sheet**
A list of categories to help estimate and prioritize your spending

KPI TRACKER

Profit Needed: _____	Average Commission Rate: _____
Budgeted Expenses: _____	Average Sales Price: _____



KPI GOAL: _____

EXPENSES	YEARLY AMOUNT	EXPENSES	YEARLY AMOUNT
ACCOUNTING		INTERNET	
ADVERTISING		LOCK BOXES	
AUTOMOBILE		MEALS	
BANK CHARGES		MISCELLANEOUS	
BROKER		OFFICE FEES	
COMPUTER SOFTWARE		PRINTING	
CONTRACT LABOR		POSTAGE	
COPIES		RENT	
DEPRECIATION		RIDERS	
DUES		SALARIES	
INSURANCE		SIGNS	
EQUIPMENT		SUPPLIES	
GIFTS		TELEPHONE	
HEALTH INSURANCE		TOTAL EXPENSES:	