The One-Page Marketing Plan Starter Template

Transform your marketing from scattered tactics into a focused, actionable strategy with our comprehensive starter template. Designed specifically for small business owners and leaders, this guide provides the framework you need to create a marketing plan that actually works.



www.newwaygrowth.com

Why You Need a One-Page Marketing Plan

The Problem

Most small businesses struggle with marketing because they lack a clear, unified strategy. They jump from tactic to tactic—running a social media campaign one week, trying email marketing the next—without understanding how these pieces fit together or whether they're reaching the right audience.

Traditional marketing plans run to dozens of pages, gathering dust on shelves. They're overwhelming to create, impossible to follow, and outdated before the ink dries. Meanwhile, opportunities slip away and budgets drain on activities that don't drive real results.

The Solution

A one-page marketing plan cuts through the complexity. It forces you to focus on what truly matters: who you're serving, what you're offering them, how you'll measure success, and what actions you'll take. Everything fits on a single page, making it easy to share with your team, review regularly, and actually implement.

This isn't about simplifying for simplicity's sake. It's about strategic clarity. When you can see your entire marketing strategy at a glance, you make better decisions, maintain consistency, and move faster.

Understanding Your Ideal Customer



Demographics & Firmographics

Start with the basics: age, location, income level, job title, company size. These surface-level details help you understand who your customer is on paper. For B2B, focus on industry, company revenue, and decision-making authority.



Pain Points & Challenges

What keeps your ideal customer awake at night? What problems are they desperately trying to solve? Understanding their frustrations, fears, and obstacles is crucial for crafting messages that resonate deeply and demonstrate genuine empathy.



Goals & Aspirations

Beyond solving problems, what does your customer aspire to achieve? What does success look like for them? Understanding their ambitions helps you position your offering as the bridge between their current reality and desired future.

The Ideal Customer section of your one-page plan should capture these three dimensions in just a few sentences. Be specific enough that you could pick your ideal customer out of a crowd, but concise enough that anyone on your team can remember and repeat it. This clarity ensures every marketing decision—from channel selection to message creation—is filtered through the lens of serving this specific person.

Pro Tip: The most effective customer profiles are based on real people, not assumptions. Interview your best customers. Ask them about their challenges, goals, and what made them choose you. Their actual words should inform your messaging.

Crafting Your Core Message

Your core message is the single most important thing you want your ideal customer to understand about your business. It's not your tagline, mission statement, or list of features. It's the clear, compelling promise that makes someone think, "This is exactly what I need."



The Problem You Solve

Start by articulating the specific problem your ideal customer faces. Use their language, not industry jargon. Make it visceral and recognisable.



Your Unique Solution

Explain how you solve that problem differently or better than alternatives. What's your unique approach, methodology, or advantage?



The Transformation

Paint a picture of the outcome. What does life look like after working with you? Focus on benefits and results, not features.

A strong core message should be memorable enough that you can say it consistently across every touchpoint—your website, social media, sales conversations, and networking events. It should be simple enough that your team can internalise it and communicate it naturally.

Test your core message by sharing it with people outside your industry. If they can immediately understand what you do and who you help, you've succeeded. If they look confused or ask for clarification, keep refining. The goal is instant clarity that leads to genuine interest.

> "If you can't explain it simply, you don't understand it well enough."

Defining Your Key Performance Indicators

You can't manage what you don't measure. KPIs transform your marketing from a hopeful experiment into a data-driven system. But not all metrics matter equally. The secret is focusing on the numbers that directly connect to business growth whilst ignoring vanity metrics that look impressive but don't drive revenue.

01

Revenue Metrics

Monthly recurring revenue, customer lifetime value, average transaction size

02

Acquisition Metrics

New leads generated, conversion rates, cost per acquisition

03

Engagement Metrics

Email open rates, website traffic, social media engagement when tied to conversions

04

Retention Metrics

Customer retention rate, repeat purchase rate, referral rates

Start Simple

When you're just beginning, focus on three to five core KPIs. Track them weekly or monthly, depending on your sales cycle. As you grow more sophisticated, you can add layers of detail, but simplicity is powerful.

Choose metrics that your team can actually influence through their actions. If a number moves but you can't explain why or replicate the result, it's not a useful KPI.

Make Them Visible

Your KPIs should be visible to everyone involved in marketing and sales. Create a simple dashboard—even a shared spreadsheet works—that shows current numbers, targets, and trends over time.

Review these metrics regularly in team meetings. Celebrate wins, diagnose problems, and adjust tactics based on what the data reveals. This discipline turns marketing from guesswork into strategy.

Weekly Actions: Building Momentum

Weekly actions are the tactical heartbeat of your marketing plan. These are the consistent, repeatable activities that move prospects through your funnel and keep your business top-of-mind. The key is choosing actions that are both impactful and sustainable—things you can realistically do every single week without burning out.

1

Content Creation

Publish one blog post, record one video, or create one piece of valuable content that addresses your ideal customer's questions and positions you as an expert.

2

Email Marketing

Send one email to your list that provides value, tells a story, or makes an offer. Consistency builds trust and keeps you in front of prospects.

3

Social Engagement

Spend 30 minutes engaging authentically on the platforms where your ideal customers gather. Comment, share insights, and build relationships.

4

Outreach

Connect with five new prospects or referral partners. Personalise each message. Focus on starting conversations, not making immediate sales.

Important: These aren't suggestions—they're commitments. Block time in your calendar for each weekly action. Treat these appointments with yourself as seriously as client meetings. Consistency compounds over time into remarkable results.

The beauty of weekly actions is that they're manageable. You're not trying to execute a massive campaign; you're building momentum through regular, focused effort. Each week's activities might seem small, but twelve weeks of consistent execution creates visible traction. Fifty-two weeks transforms a business.

Monthly Initiatives: Strategic Projects

1

Campaign Planning

Develop and launch one marketing campaign focused on a specific offer, problem, or audience segment. This could be a webinar, a lead magnet promotion, or a limited-time offer.

2

Partnership Development

Establish one new strategic partnership or collaboration that expands your reach. This might be a guest appearance on a podcast, a co-marketing initiative, or a referral relationship.

3

System Optimisation

Improve one element of your marketing infrastructure. Update your website copy, optimise your email sequences, refine your social media presence, or enhance your CRM processes.

4

Performance Review

Analyse last month's metrics, identify what's working and what isn't, and adjust your plan accordingly. Document lessons learnt and update your strategy as needed.



Monthly initiatives are where you tackle bigger projects that require more time and coordination than weekly actions. These are strategic moves that advance your positioning, expand your reach, or improve your systems.

Choose one or two monthly initiatives based on your current priorities and resources. Don't overcommit. It's better to execute one initiative brilliantly than to half-finish three. Each completed monthly project should move you significantly closer to your quarterly goals whilst building assets—content, relationships, systems—that continue providing value long after the month ends.

Quarterly Goals: The Big Picture

Quarterly goals provide direction for your weekly actions and monthly initiatives. They're ambitious enough to stretch your capabilities but achievable enough to maintain motivation. A quarter—thirteen weeks—is the perfect timeframe for meaningful progress without the overwhelm of annual planning or the myopia of monthly thinking.

Q1: Foundation Building

- Establish core marketing systems and processes
- Create essential content and lead magnets
- Build initial audience of 500+ engaged contacts
- Achieve consistent weekly rhythm

Q2: Growth & Optimisation

- Double your audience reach and engagement
- Launch two significant campaigns or offers
- Establish three strategic partnerships
- Refine messaging based on market feedback

Q3: Scaling & Diversification

- Expand into new channels or audience segments
- Systematise and document successful processes
- Achieve target conversion rates across funnel
- Build authority through thought leadership

Q4: Momentum & Planning

- Maximise results from established systems
- Launch year-end campaign or major initiative
- Conduct comprehensive annual review
- Plan and prepare for next year's growth

At the start of each quarter, review your progress from the previous three months. What worked? What didn't? What surprised you? Use these insights to set goals for the coming quarter. Make them specific and measurable: "Generate 50 qualified leads" rather than "Get more leads." "Publish 12 high-quality blog posts" rather than "Create more content."

Your quarterly goals should ladder up to annual objectives whilst remaining flexible enough to adapt to market changes, new opportunities, or unexpected challenges. The quarterly review cycle keeps you agile without being reactive, strategic without being rigid.

Using Your One-Page Marketing Plan Template

Download the Template

Access the editable template in Google Docs or Canva. You'll see clearly marked sections for Ideal Customer, Core Message, KPIs, and Actions at three timeframes.

Complete Each Section

Work through systematically. Start with Ideal Customer, then Core Message, followed by KPIs, and finally your weekly, monthly, and quarterly actions. Be specific and realistic.

Share with Your Team

Once complete, share your one-page plan with everyone involved in marketing and sales. Ensure alignment on who you're targeting and what you're communicating.

Review and Refine

Revisit your plan monthly. Update it based on results, market feedback, and evolving strategy. The plan should be a living document, not a one-time exercise.

The Real Challenge

This template gives you the structure, but the real work—and real value—comes from making the right strategic choices within that structure. Should you target this segment or that one? Is your core message compelling? Are these the right KPIs? Which actions will generate the best return?

Expert Guidance

Many business owners find that whilst the template is invaluable, having an experienced marketing strategist help them complete it properly accelerates results dramatically. An expert brings perspective, challenges assumptions, and helps avoid costly mistakes. This is where our Pathfinder Marketing SPRINT comes into play: Learn More Here.

Transform Your Marketing Today

The One-Page Marketing Plan Starter Template gives you everything you need to create marketing clarity and focus. It eliminates the overwhelm of complex planning whilst ensuring you cover all the essential elements of effective marketing strategy.

1	4	30
Page	**Core Sections**	**Minutes**
Your entire marketing strategy, clearly visible and actionable	Ideal Customer, Core Message, KPIs, and Time-Based Actions	To complete your first draft and start executing with clarity

Take the first step towards marketing that actually works. You'll immediately gain clarity on who you're serving, what you're saying, how you'll measure success, and what actions you'll take to grow your business consistently.

Remember, the template is just the beginning. The real transformation happens when you implement it consistently, measure your results honestly, and refine your approach based on what you learn. Marketing success isn't about having the perfect plan from day one—it's about having a clear plan you can execute, measure, and improve over time.

Ready to Go Deeper? Whilst the template provides the framework, working with an expert marketing strategist ensures you make the right choices within that framework. If you'd like guidance filling in your one-page plan or implementing the strategies outlined here, we're here to help you achieve remarkable results. Contact Us Here.

One-Page Marketing Plan Template

Your Complete Marketing Strategy on a Single Page

Ideal Customer

Define your target audience to ensure all marketing efforts are focused and effective. Who are you trying to reach?

Demographics & Firmographics

Describe their age, gender, location, income, job title, industry, company size.

.....

.....

.....

.....

Pain Points & Challenges

What problems or obstacles do they face that your product/service can solve?

.....

.....

.....

.....

Goals & Aspirations

What do they want to achieve? How can your offering help them reach their desired outcomes?

.....

.....

.....

Core Message

Articulate a clear and compelling message that resonates with your ideal customer.

The Problem You Solve

Clearly state the specific pain point or challenge your customer faces.

.....

.....

.....

.....

Your Unique Solution

Describe how your product/service uniquely addresses this problem.

.....

.....

.....

.....

The Transformation

What is the desired outcome or benefit your customer experiences after using your solution?

.....

.....

.....

.....

Key Performance Indicators

Track these metrics to measure the effectiveness of your marketing efforts and ensure you're on track to meet your goals.

Revenue Metrics

e.g., Sales Revenue, Average Order Value, Customer Lifetime Value.

.....

.....

Acquisition Metrics

e.g., Website Traffic, Leads Generated, Cost Per Acquisition, Conversion Rate.

.....

.....

Engagement Metrics

e.g., Social Media Engagement, Email Open Rates, Click-Through Rates, Time on Page.

.....

.....

Retention Metrics

e.g., Customer Retention Rate, Churn Rate, Repeat Purchase Rate.

.....

.....

Weekly Actions

These are the consistent activities you'll perform each week to drive progress.

Content Creation

e.g., Blog posts, social media updates, video scripts.

.....

.....

Email Marketing

e.g., Newsletter, promotional emails, follow-up sequences.

.....

.....

Social Engagement

e.g., Community management, posting, direct interaction.

.....

.....

Outreach

e.g., Networking, prospect calls, guest posting pitches.

.....

.....

Monthly Initiatives

Key projects or campaigns planned for each month to achieve your quarterly goals.

Campaign Planning

e.g., Outline new product launch, holiday promotion, or lead generation campaign.

.....

.....

.....

Partnership Development

e.g., Identify and connect with potential collaborators or affiliates.

.....

.....

.....

.....

System Optimisation

e.g., Refine CRM workflows, update landing pages, improve analytics setup.

.....

.....

.....

.....

Performance Review

e.g., Analyse monthly KPIs, identify areas for improvement, adjust strategy.

.....

.....

.....

.....

Quarterly Goals

Big-picture objectives that guide your monthly and weekly actions, ensuring significant progress over 13 weeks.

Q1 Goal

What is your primary focus for the first quarter?

.....

.....

.....

.....

Q2 Goal

What is your primary focus for the second quarter?

.....

.....

.....

.....

Q3 Goal

What is your primary focus for the third quarter?

.....

.....

.....

.....

Q4 Goal

What is your primary focus for the fourth quarter?

.....

.....

.....

.....

Use this template to create a clean, professional template with clear sections, input fields, and guidance text. Use a layout that fits everything on one page while remaining readable and actionable.