

Marketing Plan Template

Free template from **Unbuilt Lab** — <https://unbuiltlab.com/free>

1. Positioning Statement

— For [audience] who [pain], [product] is the [category] that [unique value], unlike [main alternative] which [its gap].

2. Target Segments (3 max)

- Segment 1: who, where they hang out, what they're searching for.
- Segment 2: who, where they hang out, what they're searching for.
- Segment 3: who, where they hang out, what they're searching for.

3. Messaging Hierarchy

- Hero message (the one sentence on the homepage):
- Supporting message 1 (proof / outcome):
- Supporting message 2 (technical / mechanism):
- Supporting message 3 (trust / social proof):

4. Channel Matrix

Cell = (channel, segment) → expected CAC + content type + cadence.

- Channel 1 (e.g. SEO blog) × Segment A → CAC est, content type, cadence.
- Channel 2 (e.g. Twitter) × Segment B → CAC est, content type, cadence.
- Channel 3 (e.g. Reddit) × Segment A → CAC est, content type, cadence.
- Channel 4 (e.g. Newsletter sponsor) × Segment C → CAC est, content type, cadence.

5. Content Calendar (next 90 days)

- Month 1: 4 pieces — topics + format + channel.
- Month 2: 4 pieces — topics + format + channel.
- Month 3: 4 pieces — topics + format + channel.

6. Paid Budget (next 90 days)

— Channel: \$X / month. Expected CAC: \$Y. Stop-loss: \$Z spent with <N conversions.

7. KPI Dashboard — refresh weekly

— Top 5 metrics — current value + target + owner.

Example: Organic visits, signup conversion %, activation %, paid CAC, MRR.

⇒ *Decision rule: which metric trip-wire forces a plan change?*

8. The 'What we won't do' list

Channels and tactics you're consciously declining for the next 90 days.

⇒ *We're skipping [channel/tactic] because [reason] and revisiting in [quarter].*

Tip: a single page of decisions beats a 30-slide plan. Print this and have one founder + one marketer sign off in 60 minutes.