



B2B Marketing Plan Template

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1. Business & Marketing Objectives (what is the overarching goal)?

Business revenue (objective minus existing predictable streams = gap), strategic marketing goals...

2. Strategic Options (how could your goals be achieved)?

List the possible ways to achieve the revenue objective available to your business, use input on market opportunities and internal capabilities...

3. Chosen Strategies & Owners (where will you focus)?

Which potential strategies are most likely to succeed or are most aligned to the business goals, be selective, assign executive owners...

4. Map Programs & Campaigns (what programs are needed for each strategy)?

What programs of work will support each strategy, list B2B marketing campaigns, ABM programs, functional workstreams as applicable...

5. Define Activities & Channels (what activities will be executed for each program)?

Build the detailed plan of activity required for each program, include multiple marketing channels and specific business action requires to deliver the program successfully...

6. Allocate Budgets (how are resources allocated and aligned to goals)?

Assign resources including people, money, or business capacity required to execute the plan, ensure resources are sufficient and well aligned to priorities...

7. Track Progress & Results (are you on track and successfully executing)?

Connect existing systems and data sources, use dashboards ensure key performance indicators and outcomes are easily tracked, responding to the data as needed...