

TEMPLATE • FREE RESOURCE

MARKETING PLAN TEMPLATE 2026

A one-evening, seven-page plan for a growing brand: goals, customer, channels, budget, 90-day calendar and KPIs

Marketing plan template 2026

A marketing plan is not a 40-page document that nobody opens after January. It is seven decisions, written down, that stop you from reacting to every new tool, every competitor's post and every sales dip. We built this template from the plans we write for clients; the Estonian guide it grew out of has been downloaded by a few hundred founders, and this English version is shorter and more opinionated.

How to use it: block one evening. Go through the sections in order. Where there is a prompt, write a real answer, even a rough one. Where there is a number to fill in, fill it in; a wrong number you can correct beats a blank. At the end you have a plan that fits on a few pages and that your team, your agency or your future self can actually follow.

Each section has a short why, then the fields, then one rule of thumb from our own accounts. Print it, or fill in the PDF, or copy the headings into a doc. The thinking matters, the format does not.

What is inside

1. The one number
 2. The customer you actually want
 3. Why you, in one line
 4. Channels, by job
 5. Budget that matches the goal
 6. The 90-day calendar
 7. The numbers you will look at
- The plan on one page

1. The one number

Every plan starts with the business number marketing has to move. Revenue, qualified leads, new customers, retention. One number, with a date. Everything below serves it.

The number we need to hit by the end of the period (e.g. 480,000 € revenue by 31 December, or 60 qualified leads a month by June):

Where that number is today:

What has to be true for the gap to close (more traffic, better conversion, higher order value, more repeat business; pick the biggest one):

Rule of thumb: if the gap is more than 3x where you are, split the year into two plans. Nobody executes a 10x plan; people execute the next 3x.