

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

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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.

2. The customer you actually want

Not everyone who might buy. The customer who buys easily, pays on time, stays and tells others. Your marketing gets cheaper the moment you can describe this person in a sentence.

Describe your best current customers in one sentence (who they are, what they bought, why they chose you):

The problem they have the moment before they search for you, in their words:

Where they look for answers (Google, ChatGPT, LinkedIn, Instagram, a colleague, a trade event):

What would make them say no, even if they like you (price, timing, trust, switching cost):

The customer you will deliberately not chase this year, and why:

Rule of thumb: pull your last 20 sales and look for the pattern. The persona is in the data, not in a workshop.

3. Why you, in one line

Your positioning is the sentence your customer repeats to their boss or partner. If it needs explaining, it is not finished.

We help [who] get [outcome] without [the thing they hate], because [the proof]:

The three things a competitor would find hardest to copy about you:

The one claim you can prove with a number or a named example:

Words you will use everywhere (and the ones you will stop using):

Rule of thumb: read the line to someone outside the company. If they ask what do you mean, rewrite.

4. Channels, by job

Channels are not a menu to pick from, they are tools for jobs. Demand capture (people already searching), demand creation (people who do not know they need you yet), and retention. Most growing brands need one strong channel per job, not six half-done ones.

Demand capture (Google Search, SEO, AI search, marketplaces). Our main channel here and what it must deliver monthly:

Demand creation (Meta, TikTok, LinkedIn, YouTube, PR, partnerships). Our main channel here and what it must deliver:

Retention and referral (email, SMS, loyalty, community). Our main channel here and what it must deliver:

The channel we are stopping or pausing this year, and what we do with the time and money:

Owner of each channel (a name, even if it is you):

Rule of thumb from our accounts: a B2B service brand usually earns most from search plus LinkedIn plus email; an online store from Google Shopping plus Meta plus email. Add a channel only when the current ones are measured and boring.

5. Budget that matches the goal

Work the budget from the goal, not from what is left over. If the maths does not close, change the goal or the budget now, not in September.

Target cost per customer or per qualified lead (what you can pay and still make money):

Customers or leads needed per month (from section 1):

Monthly media budget needed (the two numbers above, multiplied):

Split by channel, in %, for the first quarter:

Non-media costs (tools, content, agency or freelancers, design) per month:

Testing reserve (10 to 20 % that is allowed to fail):

Rule of thumb: start with 70 % on what already works, 20 % on the next channel, 10 % on tests.
Rebalance quarterly, not weekly.

6. The 90-day calendar

A year plan with 90-day blocks. Each block has one theme, two or three campaigns and a fixed review date. The plan survives contact with reality because you only commit in detail to the next block.

Q1 theme, campaigns, launch dates, review date:

Q2 theme and campaigns (rough):

Q3 theme and campaigns (rough):

Q4 theme and campaigns (rough):

The recurring weekly rhythm (what gets published, sent and checked every week, by whom):

Seasonal peaks and dead weeks for your market (write them in now):

Rule of thumb: plan creative and content four weeks ahead of the campaign. The budget is never the bottleneck; the creative is.

7. The numbers you will look at

Five numbers, checked on a fixed day, with a target next to each. Not a dashboard with forty widgets. If a number has no decision attached to it, drop it.

Number 1 (the one from section 1) and its monthly target:

Number 2 (cost per customer or lead) and target:

Number 3 (conversion rate of the main page or funnel) and target:

Number 4 (channel-specific: ROAS, organic clicks, email revenue) and target:

Number 5 (retention: repeat rate, churn, reviews) and target:

Where the numbers live (GA4, ads dashboards, CRM, a sheet) and who updates them:

Review day and time, every month:

Rule of thumb: tracking must be fixed before the first euro of media. GA4 events, server-side tracking for Meta, UTMs on every link. We have free tools for all three at mintagency.eu/blog.

The plan on one page

Copy your answers to sections 1, 3, 4, 5 and 7 onto a single page. That page is the plan. Pin it where you work. Reread it on the first Monday of every month and change what the numbers tell you to change.

If you would like a second pair of eyes on it, we review plans like this in a free 30-minute call; some become clients, most just leave with a sharper plan. Book at mintagency.eu/contact.

Book a free 30 minutes

Written by Sarah Johanna Ferara and the Maison Mint team, Tallinn. Figures marked as our own data come from client accounts we manage and are illustrative. Free to share; please link to mintagency.eu/resources when you do. © Mintagency OÜ 2026.