



Franchise Marketing Plan Template

Main Objectives

What is the primary objective of your marketing efforts? (Example: Increase foot traffic, drive online sales, build brand awareness)

Write your objectives below:

1.

2.

3.

Financial Goals

1. What ROI do you aim to achieve? (Example: 3:1 ROI on marketing spend)

2. What is your desired foot traffic increase?

3. Sales growth goals

4. Desired customer retention rate

Customer Base

1. Describe your target audience

(Demographics, preferences, pain points, etc.)

2. Who are your ideal customers?

Brand Voice for Your Franchise

1. Describe the tone and personality of your brand.

(E.g., professional, friendly, fun, sophisticated, etc.)

What Makes Your Franchise Unique?

1. What makes your brand stand out? (Describe your franchise's unique selling point)

Marketing Channels

Check all that apply

SEO

How will you improve your website's ranking on search engines?

Facebook

What types of content will you post? (promotions, community updates, paid ads)

Instagram

What strategies will you use to boost your Instagram? What type of posts will you make? How often will you post?

X (Twitter)

What types of posts or threads will be the most effective for your audience? How will you handle interactions?

LinkedIn

How do you plan to use LinkedIn to promote your franchise

YouTube

What type of videos will you create?

Email Marketing

What kind of campaigns will you utilize? How often do you plan to send out emails?

PPC Ads

How do you plan to effectively utilize PPC ads?

Partnerships

What partnerships do you plan to pursue and how will they contribute to your marketing efforts?

Other Channels

Direct Competitors

List out some of your direct competitors and explain some of the things you like/dislike.

Competitor	What You Like	What You Don't Like
_____	1. 2. 3.	1. 2. 3.
_____	1. 2. 3.	1. 2. 3.
_____	1. 2. 3.	1. 2. 3.
_____	1. 2. 3.	1. 2. 3.
_____	1. 2. 3.	1. 2. 3.

Indirect Competitors

List out some of your indirect competitors and explain some of the things you like/dislike.

Competitor	What You Like	What You Don't Like
_____	1. 2. 3.	1. 2. 3.
_____	1. 2. 3.	1. 2. 3.
_____	1. 2. 3.	1. 2. 3.
_____	1. 2. 3.	1. 2. 3.
_____	1. 2. 3.	1. 2. 3.

Marketing Budget

Annual Budget Breakdown

Year	Monthly budget	Quarterly budget	Annual budget
Year 1			
Year 2			
Year 3			

Budget Allocation by Channel

Channel	Percentage (%)	Budget (\$)
SEO		
Social Media		
Paid Ads		
Email Marketing		
Other _____		

Marketing Plan Performance Evaluation

Review of marketing performance at 1, 3, 6, and 12 months

Month 1

Key Performance Indicator (KPI)	Total
ROI	
Customer Reach	
Total Engagment	

Month 3

Key Performance Indicator (KPI)	Total
ROI	
Customer Reach	
Total Engagment	

Month 6

Key Performance Indicator (KPI)	Total
ROI	
Customer Reach	
Total Engagment	

Month 12

Key Performance Indicator (KPI)	Total
ROI	
Customer Reach	
Total Engagment	