

This template helps you map your entire marketing year with clarity and intention.

Complete it in 30 minutes, refer back to it monthly, and adjust as you learn what works.

12-Month Marketing Plan Template

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A Prana Business Consulting Resource

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PART 1: FOUNDATION (Complete First)

Your Business North Star

What is your primary business goal for the year?
(e.g., increase revenue by 30%, launch new product line, expand into new market, build brand awareness)

What revenue target are you working toward?

\$ _____

How many customers/clients do you need to reach that goal?

"Authenticity isn't a trend anymore — it's the algorithm."

PART 2: YOUR CUSTOMER

Who You're Talking To

Primary audience: (Be specific - demographics, role, challenges)

Their biggest challenge you solve:

Their desired outcome when working with you:

Where they spend time online: (platforms, communities, publications)

PART 3: YOUR MESSAGE

What You Stand For

Your core brand promise:

Three words that describe your brand:

1. _____ 2. _____ 3. _____

Your differentiation: (What makes you different from competitors?)

82% of consumers say they'll buy from brands that align with their personal values.

PART 4: QUARTERLY THEMES

Break your year into four strategic themes. This creates focus and prevents overwhelm.

Q1 (Jan-Mar): _____

Primary focus: (e.g., awareness, education, launch, retention)

Key message:

Success metric:

Q2 (Apr-Jun): _____

Primary focus:

Key message:

Success metric:

*AI won't replace marketers — but marketers who use AI
will replace those who don't."*

Q3 (Jul-Sep): _____

Primary focus:

Key message:

Success metric:

Q4 (Oct-Dec): _____

Primary focus:

Key message:

Success metric:

Short-form video now drives over 60% of all social media engagement.

PART 5: YOUR MARKETING CHANNELS

Choose 2-4 channels to focus on. Quality over quantity.

Primary Channel 1: _____

Frequency: _____

Content type: _____

Primary Channel 2: _____

Frequency: _____

Content type: _____

Primary Channel 3: _____

Frequency: _____

Content type: _____

Secondary/Experimental Channel: _____

Why you're testing it: _____

PART 6: CONTENT PILLARS

What will you consistently talk about? Choose 3-5 themes.

1. _____
2. _____
3. _____
4. _____
5. _____

PART 7: KEY CAMPAIGNS & INITIATIVES

Campaign 1: _____

When: _____

Goal: _____

Channel(s): _____

Campaign 2: _____

When: _____

Goal: _____

Channel(s): _____

Campaign 3: _____

When: _____

Goal: _____

Channel(s): _____

PART 8: BUDGET ALLOCATION

Total marketing budget: \$ _____

Breakdown:

- Paid advertising: \$ _____
- Content creation: \$ _____
- Tools/software: \$ _____
- Team/contractors: \$ _____
- Events/sponsorships: \$ _____
- Other: \$ _____

PART 9: METRICS THAT MATTER

Choose 3-5 metrics you'll track monthly

Metric 1: _____

Target: _____

Metric 2: _____

Target: _____

Metric 3: _____

Target: _____

Metric 4: _____

Target: _____

Metric 5: _____

Target: _____

PART 10: MONTHLY RHYTHM

What marketing activities happen every month, no matter what?

Weekly:

- _____
- _____

Monthly:

- _____
- _____
- _____

Quarterly:

- _____
- _____

Community is the new currency — connection builds conversion."

PART 11: REFLECTION & ADJUSTMENT

Schedule these dates now

Monthly review date: _____

Check metrics, adjust what's not working

Quarterly strategy review:

- End of Q1: _____
- End of Q2: _____
- End of Q3: _____
- End of Q4: _____

YOUR COMMITMENT

I commit to focusing on these 2-3 priorities this year:

1. _____
2. _____
3. _____

I will NOT do these things: (Because they're not aligned with my goals)

1. _____
2. _____
3. _____

71% of Gen Z trust creators more than traditional brand advertising.

 PRANA TIP:

The businesses that succeed aren't the ones with perfect plans. They're the ones that commit to a plan, execute consistently, and adjust based on what they learn. This template is your starting point. Your market will teach you the rest.

Ready for support? Visit pranabusinessconsulting.com or email info@pranabusinessconsulting.com

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