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Your Image  
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## Marketing Plan 2026

This template is designed to help you organise your thoughts as you begin to consider your Marketing Campaign for 2024

If you have any questions we will always be happy to answer them  
please email - [tiffany@thekentreview.com](mailto:tiffany@thekentreview.com)

### ABOUT THE PRODUCT/ SERVICE

What is the product? Is it a physical product or a service

Who are your customers? Who buys the product, and why?

How much do customers pay?  
How / why do prices vary?

When & where is the product/service bought?

### ABOUT THE MARKET

|   |  |
|---|--|
| <p>How large is the market? E.g., what are total sales + How fast is the market growing?</p>                      |  |
| <p>What are the main market segments? How large are they?</p>   |  |
| <p>Are some market segments growing faster than the overall market? If so, why?</p>                               |  |
| <p>How important is product innovation and/or branding in the market?</p>   |  |
| <p>Who are the largest competitors in the market? Are we told what their market share is?</p>                     |  |
| <p>What advantages do the market leaders have? How can we compete against them?</p>                               |  |
| <p><b>WHAT ELSE DO WE LEARN ABOUT THE MARKET AND COMPETITORS THAT MIGHT INFLUENCE THE MARKETING CAMPAIGN?</b></p> |  |

| POSITIVE POINTS   GOOD NEWS FOR THE BUSINESS  | NEGATIVE POINTS   BAD NEWS FOR THE BUSINESS |
|---|---|
|   |   |
|   |   |
| <b>WHERE IS THE PRODUCT / MARKET IN THE PRODUCT LIFE CYCLE?  Introduction   growth, maturity, or decline?</b> |   |
| What stage is it? Evidence? Are product life extension strategies possible?                                   |   |
| What might the stage mean for your marketing campaigns?   |   |

**EXAMPLE MARKETING MESSAGES / CAMPAIGNS OF COMPETITION**  
 What different campaigns and messages are used by your competitors

| <b>Competitor name</b> | <b>Key features of the campaign</b> |
|------------------------|-------------------------------------|
|                        |                                     |
|                        |                                     |
|                        |                                     |

**NOTES ON POTENTIAL MEDIA SELECTION (WHICH MIGHT BE EFFECTIVE FOR THIS PRODUCT / MARKET)**  
 What different marketing media are used by competitors? What media might be effective in helping the case study business grow sales?

| <b>Type of promotional media</b> | <b>Why is this used by competitors? Might it also work for the case study business?</b> |
|----------------------------------|---|
|                                  |   |
|                                  |   |
|                                  |   |

**FROM THE RESEARCH PACK, WHICH CUSTOMER AUDIENCES MIGHT BE GOOD FOR PROMOTIONAL CAMPAIGNS?**  
 Are there key groups of customers that might be the best to target in marketing campaigns? Who? Why? How would you reach them? Which marketing media are they likely to respond to?

|  |  |
|--|--|
|  |  |
|  |  |

# Business Initiatives

\_\_\_\_\_ has the ambitious goal of \_\_\_\_\_

[overarching company goal].

To help the business do that, our marketing team will pursue the following initiatives in \_\_\_\_\_ (year)

## Initiative 1

|                           |  |
|---------------------------|--|
| <b>Description</b>        | [Example: Over the next 12 months, we'll work on building a blog property that becomes a go-to resource for our customers' burning questions – and our number-one source of leads month over month.] |
| <b>Goal of initiative</b> | [Example: To increase our website's rank on Google and create critical top-of-the-funnel marketing content that helps our sales team start more conversations with prospects.]                       |

**Metrics to measure success**

[Example:  
50,000 organic  
page views per  
month / 10  
content  
downloads per  
month]

## Initiative 2

**Description**

[Example: Over the next 12 months, we'll work on building a blog property that becomes a go-to resource for our customers' burning questions -- and our number-one source of leads month over month.]

**Goal of initiative**

[Example: To increase our website's rank on Google and create critical top-of-the-funnel marketing content that helps our sales team start more

|                                   |   |
|-----------------------------------|---|
|                                   | conversations with prospects.]  |
| <b>Metrics to measure success</b> | [Example: 50,000 organic page views per month / 10 content downloads per month] |

### Initiative 3

|                                   |   |
|-----------------------------------|---|
| <b>Description</b>                | [Example: Over the next 12 months, we'll work on building a blog property that becomes a go-to resource for our customers' burning questions -- and our number-one source of leads month over month.] |
| <b>Goal of initiative</b>         | [Example: To increase our website's rank on Google and create critical top-of-the-funnel marketing content that helps our sales team start more conversations with prospects.]                        |
| <b>Metrics to measure success</b> | [Example: 50,000 organic page views per month / 10 content downloads per month]   |

# Marketing Aims and Objectives

(explain what the outcome of the campaign is, what you want to achieve and the impact it will have on sales, set 3 SMART aims and then how you will achieve these ( SMART Objectives are specific, measurable, achievable, realistic and timed)

- Where will you focus the efforts?
- What results do you expect?
- Why are the objectives important?
- When should you achieve the objectives?
- Who is responsible for attaining the objectives?
- How do you plan to achieve the results?

| Aims | Objectives |
|------|------------|
|      |            |
|      |            |
|      |            |
|      |            |

# Market Size, Structure and trends

Explain how big the market is, the businesses that make it up, and the trends in the industry

|             |  |
|-------------|--|
| Market size |  |
| Structure   |  |
| Trends      |  |

# SWOT Analysis

Understanding the full potential of your business requires having a clear picture of the strengths, weaknesses, opportunities, and threats you may encounter. Using [SWOT analysis](#), you can identify all internal and external factors that affect the success of your business.

The strengths and weaknesses are internal factors that you can control to some extent, while the opportunities and threats are external factors that come from the environment surrounding your business.

|               |            |
|---------------|------------|
| STRENGTHS     | WEAKNESSES |
| OPPORTUNITIES | THREATS    |

# Competitors

## Competitors

Explain the competitors, what are the statistics who are the main competitors

|  | Competitor 1: | Competitor 2: | Competitor 3: |
|--|---------------|---------------|---------------|
| <ul style="list-style-type: none"><li>• Target customers</li></ul>                                   |               |               |               |
| <ul style="list-style-type: none"><li>• Unique value add or what sets their products apart</li></ul> |               |               |               |
| <ul style="list-style-type: none"><li>• Sales pitch</li></ul>  |               |               |               |
| <ul style="list-style-type: none"><li>• Price</li></ul>  |               |               |               |

|   |  |  |  |
|---|--|--|--|
| points for products   |  |  |  |
| <ul style="list-style-type: none"><li>Website features (design, content)</li></ul>                    |  |  |  |
| <ul style="list-style-type: none"><li>Customer experience (checkout flow, customer support)</li></ul> |  |  |  |
| <ul style="list-style-type: none"><li>Marketing content (product descriptions, blog posts)</li></ul>  |  |  |  |

|   |  |  |  |
|---|--|--|--|
| <ul style="list-style-type: none"><li>● Social media (post frequency, engagement rates)</li></ul>     |  |  |  |
| <ul style="list-style-type: none"><li>● Promotions (sales, discounts)</li></ul>                       |  |  |  |
| <ul style="list-style-type: none"><li>● Communications (abandoned cart emails, newsletters)</li></ul> |  |  |  |
| Reviews (customer feedback, complaints)   |  |  |  |

|  |  |  |  |
|--|--|--|--|
| <p>What do they do well?<br/>consider -<br/>competitive pricing, product/service differentiation</p> |  |  |  |
| <p>Who are their customers, have they developed customer loyalty ?</p>                               |  |  |  |
| <p>What do they not do well ? What are they missing?</p>   |  |  |  |

# The Marketing Campaign

## The Marketing mix

|   |  |
|---|--|
| <p>Product</p> <p>What is the product? What are its features and benefits?</p> <p>How does it compare to other products in the market? Does it have a USP? Price What are the price points? Give examples of different prices with explanations</p> |  |
| <p>Price</p> <p>What are the price points? Give examples of different prices with explanations How is the price inline with the target market? What pricing strategies are used?</p>  |  |
| <p>Promotion</p> <p>What types of promotion are used ? ( advertising, magazines, leaflets, radio, tv, trade shows, media, online, etc) How much do they cost? Why are they effective?</p>   |  |
| <p>Place</p> <p>How is the product or service sold? In what way are the products sold ?( direct to end, through retailers, wholesalers?)</p>  |  |

|  |  |
|--|--|
| <p>People</p> <p>How are the employees of the business key to the success of the business? What do they do / what can they do to ensure the success of the campaign?</p> |  |
| <p>Physical Environment</p> <p>How can they make the physical environment appealing? Why is it important to the business?</p>  |  |
| <p>Processes</p> <p>How can technology be used? How can processes be used?</p>   |  |

### **The Marketing Message**

What is the marketing message ?

What are the key points or messages the business is communicating to its target audience?

|  |
|--|
|  |
|--|

## Selection of Media and Campaign Budget

Explain your marketing choices and why they are suitable, list and detail each type of media you will use, why you have chosen it, how your research has informed your decision and the cost.

- It is important to use a selection of media when considering your marketing campaign to ensure you reach your target market, consider using a combination of both printed media and online media for maximum effectiveness. Depending on your target audience it may be more appropriate to use just printed media (ie, if you are targeting an older audience who do not use social media) A younger Audience may be more suitable to target on social media, however you may need to consider if they are your correct target market, as they may have a lower disposable income, This is why it is important to determine first WHO your target market is.
- A more affluent audience will often use a wider range of media, and prefer printed publications (like The Kent Review 😊) According to a 2023 survey 82% of customers trust ads on Printed Media; compared to just 42% trusting the ads they see online. Additionally, 33% of millennials alone have an active subscription to a newspaper or magazine, while only 19% report opening marketing emails frequently.
- A 2024 study shows that print advertising offers a 112% return on investment, making it a cost-effective way to reach consumers.
- Another benefit of print advertising is its ability to drive website traffic. A 2025 study found that 60% of catalogue recipients visit the website of the company that mailed them the catalogue, indicating a strong connection between print advertising and online engagement.

| Media Type  | How will you use this media? |
|---|------------------------------|
| <p><b>Print Media</b> - (Magazines, Flyers)</p> <p>(Consider what size advert you will use and how often to implement this)</p> <p>The Kent Reviews Printed adverts start at just £75 for a ¼ page, with up to 25% discount available for multiple bookings. (6 bi-monthly issues printed a year)</p> |                              |

¼ page -£75

½ page -£150

full page- £250

### **Email Marketing**

Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. It can also be anything in between.

### **Online Marketing**

Consider online marketing such as google ads or you can advertise directly through our high traffic website directly to a Kent Audience.

#### WEBSITE ONLINE ADVERT ONLY

6 week advert £125

6 week advert on home page  
£250

12 week advert £200

12 week advert on home page  
£350

PRINTED MAGAZINE + WEBSITE  
ADVERT ( 6 weeks)

( magazine or other sub page )  
Quarter Page + website advert  
£175

Half Page + website advert £300  
Full Page + website advert £400  
Double Spread + website advert  
£525

### **Social Media Marketing**

Social media marketing can be key when reaching your target market.

Consider one of our social media packages -

#### **SOCIAL MEDIA PACKAGES**

##### **Basic social media boost package £149**

10 x story posts ( over 4 weeks)  
1 x boosted targeted instagram post ( tailored to your target market and location) Small

##### **Business social media boost package £249**

15 x story posts ( over 4 weeks)  
3 x boosted targeted instagram post ( tailored to your target market and location)

##### **Professional social media boost package £349**

20x story posts ( over 4 weeks)  
5 x boosted targeted instagram post ( tailored to your target market and location)

### **SEO**

Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.

## **Content Marketing**

Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell.

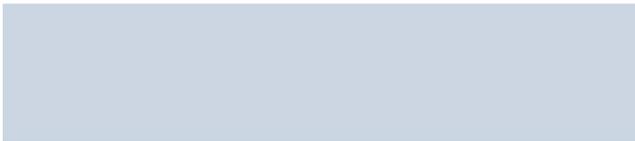
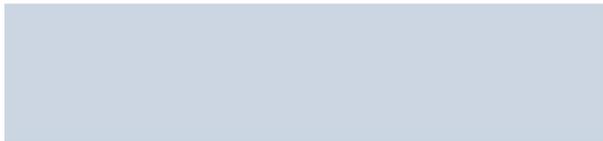
## **Mobile Marketing**

Mobile marketing is an advertising activity that uses mobile devices, such as text promos and apps via push notifications.

## **Influencer Marketing**

Influencer marketing is a type of social media marketing strategy that sees brands collaborate with

influencers. We can define influencers as trusted content creators with the power to affect how their audience makes purchasing decisions. They also have a significant well-engaged following in their niche.



## Q1

**Budget for Q1** \_\_\_\_\_

**Key Dates-**

| Media Type      | Media Type Chosen | Cost |
|-----------------|-------------------|------|
| Print Media     |                   |      |
| Email Marketing |                   |      |

Your Complimentary **Marketing Plan 2026** from

# The Kent Review *magazine*

*The essential guide to food, drink and lifestyle in Kent*

|                        |  |  |
|------------------------|--|--|
|                        |  |  |
| Social Media Marketing |  |  |
| SEO                    |  |  |
| Content Marketing      |  |  |
| Mobile Marketing       |  |  |

|                      |              |  |
|----------------------|--------------|--|
| Influencer Marketing |              |  |
|                      | <b>TOTAL</b> |  |

**Q2**

**Budget for Q2** \_\_\_\_\_

**Key Dates-**

| <b>Media Type</b> | <b>Media Type Chosen</b> | <b>Cost</b> |
|-------------------|--------------------------|-------------|
| Print Media       |                          |             |
| Email Marketing   |                          |             |

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|                           |  |  |
|---------------------------|--|--|
|                           |  |  |
| Social Media<br>Marketing |  |  |
| SEO                       |  |  |
| Content Marketing         |  |  |
| Mobile Marketing          |  |  |

|                      |              |  |
|----------------------|--------------|--|
| Influencer Marketing |              |  |
|                      | <b>TOTAL</b> |  |

## Q3

**Budget for Q3** \_\_\_\_\_

### Key Dates-

| Media Type      | Media Type Chosen | Cost |
|-----------------|-------------------|------|
| Print Media     |                   |      |
| Email Marketing |                   |      |

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|                        |  |  |
|------------------------|--|--|
|                        |  |  |
| Social Media Marketing |  |  |
| SEO                    |  |  |
| Content Marketing      |  |  |
| Mobile Marketing       |  |  |

|                      |  |  |
|----------------------|--|--|
| Influencer Marketing |  |  |
| <b>TOTAL</b>         |  |  |

**Q4**

**Budget for Q4** \_\_\_\_\_

**Key Dates-**

| <b>Media Type</b> | <b>Media Type Chosen</b> | <b>Cost</b> |
|-------------------|--------------------------|-------------|
| Print Media       |                          |             |
| Email Marketing   |                          |             |

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|                        |  |  |
|------------------------|--|--|
|                        |  |  |
| Social Media Marketing |  |  |
| SEO                    |  |  |
| Content Marketing      |  |  |
| Mobile Marketing       |  |  |

|                      |              |  |
|----------------------|--------------|--|
| Influencer Marketing |              |  |
|                      | <b>TOTAL</b> |  |

## Key Marketing Dates - 2026

### January

1st January – New Year’s Day

1st – 31st January – Dry January

1st – 31st January – Ginuary

1st – 31st January – Veganuary

6th January – National Shortbread Day

15th January – Blue Monday

25th January – Burns Night

27th January – Chocolate Cake Day

### February

1st – 29th February – LGBT History Month

4th February – World Cancer Day

4th February – Yorkshire Pudding Day

5th February – World Nutella Day

9th February – National Pizza Day

10th February – Chinese New Year (Year of the Dragon)

13 February – Pancake Day

13 February – Shrove Tuesday

14 February – Ash Wednesday

14th February – Valentine's Day

17th February – Random Act of Kindness Day

20th February – Love Your Pet Day

## **March**

1st March – St David's Day

7th March – World Book Day

8th March – International Women's Day

10th March – Mother's Day

10th March – Ramadan Start

14th March – Popcorn Lovers Day

17th March – St Patrick's Day

18th March – BAFTA's

20th March – First Day of Spring

25th March – International Waffle Day

29th March – Good Friday

31st March – BST starts

31st March – Easter Sunday

## **April**

1st April – April Fool's Day

1 April – Easter Monday

8th April – End of Ramadan

10th April – Siblings Day

11th April – National Pet Day

19th April – Bicycle Day

21st April – National Tea Day

22nd April – Earth Day

23rd April – St George's Day

## **May**

1st May – Labour Day (UK)

4th May – Star Wars Day

6th May – Early May Bank Holiday

11th May – National Eat What You Want Day

13th May – World Cocktail Day

16th May – International Day of Light

17th May – World Baking Day

20th May – World Bee Day

29th May – National Biscuit Day

27th May – Spring Bank Holiday

## **June**

1st June – Global Day of Parents

1st June – 30th – Pride Month

10th June – World Gin Day

15th June – National Beer Day (UK)

16th June – Father's Day (UK)

21st June – International Day of Yoga

20th June – Summer Solstice

20th June – Beginning of Summer

26th – 30th June – Glastonbury Festival

24th June – Midsummer's Day

## **July**

3rd July – Wimbledon Starts (ends 16th July)

4th July – American Independence Day

6th July – Islamic New Year

7th July – World Chocolate Day

17th July – World Emoji Day

24th July – School Holidays (differs per school)

24th July – Back to School (ends early September)

30th July – International Day of Friendship

31st July – National Avocado Day

## **August**

2nd August – International Beer Day

5th August – Summer Bank Holiday (Scotland)

8th August – International Cat Day

9th August – Book Lovers Day

19th August – World Photography Day

24th August – National Burger Day

26th August – National Dog Day

26th August – Summer Bank Holiday (England and Wales)

## September

1st September – Back to School (differs by school)

6th September – Read a Book Day

12th September – National Chocolate Milkshake Day

16th September – World Guacamole Day

22nd September – Autumn Begins

27th September – World Tourism Day

## October

1st – 31st October – Black History Month (UK)

1st – 31st October – Breast Cancer Awareness Month

1st – 31st October – Go Sober for October (Stopober)

1st October – International Coffee Day

1st October – World Vegetarian Day

10th October – World Mental Health Day

16th October – World Food Day

22nd October – National Nut Day

25th October – World Pasta Day

26th October – National Pumpkin Day

29th October – National Cat Day

29th October – BST ends

31st October – Halloween

## **November**

1st – 30th November – Movember (Men's Health Awareness Month)

1st November – World Vegan Day

5th November – Guy Fawkes Night

10 November – Remembrance Sunday

11th November – Remembrance Day

29th November – Black Friday

30th November – St Andrew's Day

## December

2nd December – Cyber Monday

4th December – National Cookie Day

13th December – Christmas Jumper Day

21st December – Winter Solstice

24th December – Christmas Eve

25th December – Christmas Day

26th December – Boxing Day

27th December – Bank Holiday

31st December – New Year's Eve