



Favors Marketing School Contact Information

Contact Favors Marketing Solutions for assistance.

Contact@favormarketingsolutions.com

Table of Contents

Statement from our Instructional Designer	3
Introduction	5
All Video Lessons	6
Logo + Branding Lessons	6
Primary Lessons	6
Secondary Lessons	7
Tertiary Lessons	7
Learning Resources	7
Tentative Marketing Planning Title.....	7
Digital Ad Campaign Case Studies Titles.....	8
Favors Marketing Lessons 101 Titles.....	8
Links/Contacts/Social Media	8
Forthcoming Title	9
Fair Use Disclaimer	9
Skeletal Marketing Plan Template.....	10
Syllabus + Calendar	14
Marketing Plan Template Course	14
Contacting Your Instructor	14
Instructor Information	14
Course Information	14
Required Course Materials.....	14
Required Technology.....	15
Course Prerequisites.....	15
Course Description	15
Student Learning Outcomes	16
Graded Work	16
Late Work Policy	16
Other Course Policies	16
Note on AI and Plagiarism/Collusion.....	16
Disclaimer.....	16
Calendar	17

STATEMENT FROM OUR INSTRUCTIONAL DESIGNER

Welcome to Favors Marketing Lessons 101!

As you begin your small business journey towards marketing your products and services and building your brand, this workbook will help you to navigate the marketing planning process. In this workbook, you will learn how to create a tentative marketing plan using a template.

Favors Marketing Lessons 101: Tentative Marketing Plan Template Workbook follows a template format in which students and workshop participants will write content for different areas of a standard marketing plan.

Sections of the marketing plan template include the business summary, market analysis, competitor analysis, SWOT analysis, marketing strategy, marketing channels, customer conversion tools, and marketing goals.

The content you create in this workbook will inform social media and digital marketing considerations as well as event planning research. The corresponding course, which is available through Favors Marketing School, includes lectures, tutorials, remote writing with instructor feedback, and virtual learning. The online course runs for 16 weeks.

The corresponding course titled Tentative Marketing Plan Template for Small Business Course requires the purchase of the core text titled The Regina Y. Favors Website: Tentative Marketing Plan—Condensed, which is available on our Amazon author page. “Required readings” references the core text while the workbook refers to pages within this text. See the syllabus + calendar in this book for references to readings.

This Tentative Marketing Plan Template Workbook introduces you to the multi-faceted planning processes that require both research and patience for the learning strategy you will need to adopt to ensure you advance your brand forward. Having a wonderful, necessary product is not enough to reach your potential customers without a strongly developed marketing plan.

A solid marketing plan is one that informs, educates, and instructs. Researching the market helps you to assess your SWOT and the potential branding opportunities for your product or services. This means that you must know your business goals because business goals inform marketing goals. Whether you desire to build brand awareness or drive traffic to your website, nothing can be truly accomplished without extending those marketing strategies so that you convert online consumers to qualified leads to new customers who buy into you and purchase your products.

Investment is the key to understanding marketing because it truly determines who is willing to invest and sustain their investment long-term. If you have a favorite burger place, there may be times you are willing to change your consumption strategy. However, you always return to what you like, appreciate, developed a relationship with, and hope to continue fostering more time into

because it may be a habit, yes, and it is also where you feel comfortable, i.e., where you feel at home.

Therefore, keep the goal of investment in mind as you contemplate your own marketing strategy for your products and services because the goal is not only to initiate investment into the customer, but also sustain the customer's investment for a lifetime. Sometimes people come into your life for a reason, for a season, and for a lifetime.

Prepare for all three categories of investment with the expectation that a potential customer will sign up for a lifetime. Thank you for choosing this workbook. I wish you well on your marketing planning journey. Use this workbook to help guide you on your journey of marketing planning.

Regina Y. Favors,
Instructional Designer,
Favors Marketing Lessons 101
A Favors Marketing Solutions Product
Regina Y. Favors Website Products

INTRODUCTION

Favors Marketing Lessons 101: Tentative Marketing Plan Template Workbook is a collection of worksheets and templates specific to marketing planning, social media marketing, and digital marketing necessary to help you begin proactively preparing your products, services, and brand for entry to the market. This book will help you to write a tentative marketing plan for your product or service.

This workbook is especially useful for small business owners who have a niche product or service. If you have a niche product, this means that you are not, yet, competitive. Just because you have a product, and you believe in that product, does not necessarily mean that product is competitive. It just means that you have done much of the hard work to get that product to a position to enter the market. Now you must design a marketing strategy that ensures it will be competitive.

Because you have no true competitors, and that is not a position of ego you should assume, you must adopt both digital marketing and social media marketing plans so that online consumers become aware of your brand, they invest time into your brand, and they eventually become long-term consumers and customers of your brand. The goal is always investment: how you will invest in your customers and how your customers will continue to invest and support your brand.

This is what building a brand means because it is not just the numbers you analyze. It is also the sentiments, customer mindset, and buying behaviors that dictate whether your branding message is effective and whether people connect with your brand. People are looking for connections, and if the message you offer helps them to connect to other areas of their lives, they are sure to remain loyal customers and bring along other people who need the same connection.

Creating connections between your brand and the lives of customers who buy into your brand is no easy task. There is competition for eyeballs on the internet. Whatever catches someone's eye is what usually sustains that interest for a long time. It could take someone years to realize that what caught their eye was not what they really wanted. It could also take someone years to realize that what caught their eye was what they wanted, and they are not ready to embrace new ideas. It is the habits we keep and maintain that make up our investment and our need for sustained connection.

As you prepare your products, services, and brand for market entry, keep investment in mind as the base marketing strategy to reach customers where they are in their emotional, psychological, spiritual, and financial development. It is in these areas where people need the most help in making connections and pursuing wellness. That is what thrive means on a basic level: healing in all areas of your life so that you are a contributor to not only your life, but also to the lives of others.

Review the learning objectives and content connected to this workbook. The video lessons referenced within the workbook sheets are connected to the corresponding course titled Tentative Marketing Plan Template for Small Business Course offered at cost through Favors Marketing

School. Visit Favors Marketing Solutions at www.favorsmarketingsolutions.com for more information. Click the “Favors Marketing School” or the “Enrollment & Registration” tabs to access links to the school and courses.

All other video lessons referenced within this workbook are free and available on the Favors Marketing Solutions website as well as the Regina Y. Favors YouTube channel at YouTube.com/@reginayfavors.

This workbook helps you to make sense of the concept of marketing planning. You will find this workbook useful for processing and researching your intended market, industry, and the competitive landscape. You are not yet a competitor, but with this workbook, you can prepare your work to be competitive.

Keep these ideas in mind as you work through this text. Thank you, again, for choosing Favors Marketing Lessons 101: Tentative Marketing Plan Template Workbook.

ALL VIDEO LESSONS

There are primary, secondary, and tertiary video lessons for Logo + Branding workshops and all related courses and titles. You can find the video lessons under the “Academy” tab on the Favors Marketing Solutions website.

Logo + Branding Lessons

- [Logo + Branding: Introduction to Business Planning, The Basics](#)
- [Logo + Branding: Introduction to the Sales Plan, The Basics](#)

These video lessons serve as core audio lectures for this Logo + Branding: Business Planning Basics and Sales Planning Presentations. You can listen and take notes with this companion.

Primary Lessons

- [Favors Marketing Lessons: Basic Digital Marketing Terms, Tools, w/Sample Ads \(Campaign #1\) & Lessons Learned](#)
- [Favors Marketing Lessons: Business Analysis Techniques w/Sample Ads \(Campaign #2\) & Business Insights](#)

Consideration for Campaign #3 is in progress, but there are no immediate plans to create a video lesson. The Logo + Branding Lessons theoretically and practically accomplish this learning goal.

Secondary Lessons

Secondary video lessons encourage you to set marketing goals. To complete the downloadable documents connected to a video, review the following titles:

- [Favors Marketing Lessons: Pre-Marketing Plan Checklist](#)
- [Favors Marketing Lessons: Marketing Goals Worksheet](#)

Tertiary Lessons

Tertiary video lessons encourage you to understand the business of connecting your logo to your branding objectives.

- [Favors Marketing Lessons: Logo + Branding: Introductory Principles of Marketing for Small Business Owners](#)
- [Favors Marketing Lessons: Event Planning, The Blended Cultures Vendor, Introductory Principles of Event Planning for Emerging Small Business Owners](#)

Both videos function as online workshops prepared for a small business owner specializing in marketing and promotions. The reference to the Blended Cultures, LLC videos in this book is subject to fair use.

LEARNING RESOURCES

The learning resources for Favors Marketing Lessons 101 are based on the Regina Y. Favors Website Tentative Marketing Plan (full and condensed) and the Regina Y. Favors Website Digital Marketing Plan, Campaign #1, Campaign #2, and Campaign #3. Here are the links to the resources:

Tentative Marketing Planning Title

- [The Regina Y. Favors Website: A Tentative Marketing Plan—Condensed Version](#)

The full version includes blog articles created as an education campaign to introduce online users to the website. The marketing goals were to build brand awareness and drive traffic to the

website. Both source materials are helpful for understanding the individual elements of preparing the tentative marketing plan. They are available on Amazon.com for purchase.

Digital Ad Campaign Case Studies Titles

- [The Regina Y. Favors Website Digital Marketing Plan: Three-Month Case Study, Campaign #1](#)
- [The Regina Y. Favors Website Digital Marketing Plan: Three-Month Case Study, Campaign #2](#)
- [The Regina Y. Favors Website Digital Marketing Plan: Digital Ad Campaign #3, Finances & Event Planning, 2023 Edition](#)

The digital ad campaigns inform the practice and planning for marketing products and/or services to the online consumer.

Favors Marketing Lessons 101 Titles

- [Favors Marketing Lessons 101: A Workbook & Action Planning Guide](#)
- [Favors Marketing Lessons 101: Basics for Creating the Buyers' Personas, A Workbook & Action Planning Guide](#)
- [Favors Marketing Lessons 101: A Brief Guide to Digital Marketing](#)
- [Favors Marketing Lessons 101: Digital Ads Collection & Planning Workbook, A Companion](#)
- Favors Marketing Lessons 101: Tentative Marketing Plan Template Workbook (Coming Soon!)

The Favors Marketing Lessons 101 titles help to prepare individuals and small business owners to establish a tentative marketing plan before entering the market.

LINKS/CONTACTS/SOCIAL MEDIA

The contact information includes website and social media pages:

- Website: www.reginayfavors.com
- Amazon author page: <https://amazon.com/author/reginayfavors>
- Facebook author page: <https://www.facebook.com/lifereboundrecovery>
- Instagram: <https://www.instagram.com/reginayfavors/>
- Twitter: <https://twitter.com/reginayfavors>
- LinkedIn: <https://www.linkedin.com/in/regina-y-favors-a8887724/>

- YouTube: <https://www.youtube.com/@reginayfavors>

FORTHCOMING TITLE

A comprehensive title on building brand awareness may be forthcoming, but it is not in progress. It will utilize scholarly research.

In addition, a comprehensive title on digital marketing appropriate for the higher education environment may be forthcoming and is in research and preparation mode. There is no publication date for consideration.

FAIR USE DISCLAIMER

Use of company logos and policy statements are subject to fair use. Use is solely for teaching and training purposes.

SKELETAL MARKETING PLAN TEMPLATE

- I. Front Matter
- II. CEO/President's Welcome Statement
- III. Company Information (Overview)
- IV. Tentative Marketing Plan
 - a. Business Summary
 - b. Business Initiatives
 - c. Market Analysis
 - i. Online Consumer Analysis
 - ii. Customer Analysis
 - iii. Tentative Demographics
 - iv. Test Case
 - v. Education Campaign
 - d. Competitor Analysis
 - e. SWOT Analysis
 - f. Marketing Strategy
 - i. Digital/Online Ads
 - ii. Physical
 - iii. The 7 Ps
 - g. Marketing Channels
 - h. Customer Conversion Tools
 - i. Feedback Form
 - ii. Social Media Buttons
 - iii. Subscription
 - iv. Tagging
 - v. Advertising Campaign
 - vi. eCommerce Store
 - i. Financial Planning & Considerations
 - i. Financial Projections Gap
 - ii. Budget Planning & Considerations
 - iii. Figure. Marketing Company A Cost of Services
 - iv. Social Media Platform Provider A Cost of Services (New)
 - j. Marketing Goals
 - i. Build brand awareness.
 - ii. Drive traffic to website.
 - iii. Create targeted online consumer base.
 - iv. Create buyer's persona(s).
 - v. Create customers who buy.

- vi. Send emails encouraging testimonials.
 - vii. Assess returning customers.
 - viii. Establishing timelines for marketing goals. (New)
 - k. Buyer's Persona Template
 - i. Section 1: Who?
 - ii. Section 2: What?
 - iii. Section 3: Why?
 - iv. Section 4: How?
 - v. Sample Buyer's Persona
 - l. Customer Segmentation & Analysis
 - i. Goal
 - ii. Purpose
 - iii. Customer Segments
 - m. Competitor Benchmark & Analysis
 - i. Goal
 - ii. Purpose
 - iii. Case Studies
 - n. Digital Assets
 - i. Paid Media
 - ii. Earned Media
 - iii. Owned Media
 - o. Content Strategy
 - i. Paid Media
 - ii. Earned Media
 - iii. Owned Media
 - p. Measurement (SMART)
 - i. Specific
 - ii. Measurable
 - iii. Actionable
 - iv. Relevant
 - v. Time Bound
 - q. Company A Branded Products
 - i. Websites
 - ii. Books
 - iii. Other Product Types
 - r. Conclusion
 - s. References/Links
 - t. Contact Information
- V. Digital Marketing Strategy Overview
- a. Vision

- b. Mission
- c. Goal Hierarchy
 - i. Critical Assets
 - ii. Business Objectives
 - iii. Marketing Objectives
 - iv. Key Performance Indicators
 - v. SWOT
- d. Social Media Marketing Plans
 - i. Facebook
 - ii. Instagram
 - iii. LinkedIn
 - iv. Twitter
 - v. YouTube
 - vi. Pinterest
 - vii. Amazon.com
 - viii. Medium.com
 - ix. TikTok
- e. eCommerce/Online Store
- VI. Company Overview
 - a. Existing Marketing Goals
 - b. Event Primary Goal
 - c. Thematic Fit
 - d. Areas of Responsibility
 - e. Budget Guidelines
 - f. Event Branding
 - g. Event Planning Contracts
 - h. Technology Tools
 - i. Measuring Success
 - j. Case Study: Sample Event, Book Fair A
- VII. About Company A
 - a. Vision
 - b. Mission
 - c. Purpose
 - d. Disclaimer
- VIII. About Digital Services Company Provider A
 - a. Mission
 - b. Purpose
- IX. Appendices
- X. About the Author/Writer/Document Preparer
- XI. List of Links, Social Media Handles, Websites, Products

- XII. Additional Information such as Fair Use Disclaimer
- XIII. Bibliography & Useful Resources
- XIV. Contracts & Request for Marketing Proposals

SYLLABUS + CALENDAR

The Syllabus + Calendar for the Tentative Marketing Plan Template Workbook is based on the development of the condensed version of The Regina Y. Favors Website: A Tentative Marketing Plan. It is a required source to complete this workbook. This syllabus + calendar is largely designed for the online course offered through Favors Marketing School. If you purchase the core title, you will still be able to use the syllabus.

MARKETING PLAN TEMPLATE COURSE

Contacting Your Instructor

Instructors typically respond to emails from students within 24 hours. However, over the weekend and holiday periods responses may be delayed. Find out more by contacting your instructor at **Contact@favormarketingsolutions.com**. You may also visit the site and use the “Contact” tab.

Instructor Information

Name: Professor Regina Y. Favors, M.A.
Email: Contact@favormarketingsolutions.com
Office Phone: Email preferred or TBD.
Office Location: Email preferred.
Office Hours: Email preferred.

Course Information

Course Title: Marketing Plan Template Course
Course Number: MPTC 101
Section Number: 16-weeks
Semester/Year: Remote/Virtual
Credit Hours: 4 + Certificate of Completion
Class Meeting Time/Location: Remote
Last Day to Withdraw: See the refund policy.

Required Course Materials

The required course material is The Regina Y. Favors Website: A Tentative Marketing Plan—Condensed Version. Page numbers are referenced within each section of this workbook. Favors Marketing Lessons 101: A Workbook & Action Planning Guide is a secondary source. It is not required for this course. A cover pic of the required core text follows:

Required Core Text



You will need the required text to complete this workbook.

Required Technology

To be successful in this online class, you should have the following:

- A computer that you can use regularly for an extended period.
- Software to create documents for writing assignments.
- Software to open and read .pdf files.
- An updated web browser with updated plugins.
- A current email address that you can check regularly.

NOTE: Files are to be in Microsoft Word or a Word-compatible format (.docx or .doc files only). No other files will be accepted. There is no guarantee that the learning management system will accept Google Docs, Apple Pages, Microsoft Works, or PDF.

Course Prerequisites

The prerequisites for this course are marketing goals, a product and/or service, and some consideration of a business plan.

Course Description

Marketing Plan Template Course follows a template format in which students and workshop participants will write content for different areas of a standard marketing plan.

Sections of the marketing plan template include the business summary, market analysis, competitor analysis, SWOT analysis, marketing strategy, marketing channels, customer conversion tools, and marketing goals. The content you create in this workshop will inform social media and digital marketing considerations as well as event planning research. However, you will not create a social media, digital marketing, and/or event plan in this writing workshop.

The writing workshop course includes lectures, tutorials, and in-session writing and/or remote/virtual learning. This is a 16-week writing workshop course.

Student Learning Outcomes

Upon successful completion of this course, students will be able to do the following:

1. Review the sections of a sample template.
2. Conduct a market analysis.
3. Create financial and budgetary plans.
4. Create a buyer's persona.
5. Measure success using SMART and SWOT.
6. Review sample language.
7. Write a tentative marketing template plan
8. Write in a style appropriate to the audience and purpose.

Graded Work

Graded work will be based on completion of modules, which function as workbook elements. You will receive weekly feedback and a certificate upon completion of the course. You must pass with at least a 70 to receive a certification of completion, which includes a draft version of your tentative marketing plan.

Late Work Policy

There is no official late work policy because this course may be remote and/or campus based. You may complete this course as outlined within the syllabus and/or on your own time.

Other Course Policies

The best means of communication is via email (contact@favormarketingsolutions.com). Microsoft Teams and Zoom meetings are also available by appointment.

Note on AI and Plagiarism/Collusion

Plagiarism and collusion have become huge problems in post-secondary education. With the advent and pervasiveness of AI, it is possible that you will be able to find answers to your questions. However, you will still need to complete the workbook for your product and/or service.

Disclaimer

The instructor reserves the right to amend this syllabus as necessary.

Calendar

The required book is The Regina Y. Favors Website: A Tentative Marketing Plan—Initial & Extended, Includes Event Planning Considerations, February 2023, Condensed Version.

Week	Read	Watch	Complete	Check off
Week 1	In this book: Read pages 13 to 28 Introduction to the course + Skeletal Template Marketing Plan Template + Intro to Workbook information. Purchase book.	No video element.	No workbook element.	
Week 2	In the required reading: Read page 14.	Business Summary Business Initiatives Business Formation	Complete the workbook element.	
Week 3	In the required reading: Read pages 15 to 22.	Marketing Analysis Marketing Strategy Marketing Channels Customer Conversion Tools & Strategies	Complete the workbook element.	
Week 4	In the required reading: Read pages 22 to 27.	Financial Planning & Budget Considerations	Complete the workbook element.	
Week 5	In the required reading: Read pages 27 to 33.	Marketing Goals Defined	Complete the workbook element.	
Week 6	In the required reading: Read pages 34 to 46.	Creating the Buyer's Persona	Complete the workbook element.	
Week 7	In the required reading: Read pages 46 to 52.	Customer Segmentation & Analysis	Complete the workbook element.	
Week 8	In the required reading: Read pages 52 to 53.	Competitor Benchmark & Analysis	Complete the workbook element.	
Week 9	In the required reading: Read pages 53 to 54.	Digital Assets	Complete the workbook element.	

Week	Read	Watch	Complete	Check off
Week 10	In the required reading: Read pages 54 to 55.	Content Strategy	Complete the workbook element.	
Week 11	In the required reading: Read pages 55 to 60.	Measurement (SMART)	Complete the workbook element.	
Week 12	In the required reading: Read pages 55 to 60.	Company A Branded Products	Complete the workbook element.	
Week 13	In the required reading: Read pages 61 to 77.	Digital Marketing Strategy	Complete the workbook element.	
Week 14	In the required reading: Read pages 78 to 85.	Event Planning Considerations	Complete the workbook element.	
Week 15	In the required reading: Read pages 119 to 121.	There is no video component. Review progress. Begin drafting.	Complete the workbook element.	
Week 16	Compile all sections of the Tentative Marketing Plan Template	There is no video component. Download the sample document.	There is no workbook element.	

The front matter for Tentative Marketing Plan Template Workbook begins on the next page. References to video lessons and book titles is standard content for all Favors Marketing Lessons 101 products.