

The Marketing Proposal (Marketing Plan)

Here's some instructions on how to write a solid marketing proposal, which is the same thing as a marketing plan. A good proposal will take all the careful thought and research you've been doing and distill it into a written plan for the coming year. There isn't one way to write this, so you can feel free to create your plan using elements that make the most sense for your own business situation. Following are some possible ideas about structure, and how you can pull it all together in your proposal.

First, write a brief executive summary (two to three short paragraphs) to introduce the products and/or services you offer, and to summarize what will be in the marketing proposal. This is helpful to anyone who might read it, such as A&Rs, managers, label partners, producers, investors, or colleagues, and will provide a quick overview of what's in the proposal.

Next, give a brief description of your target market, including relevant demographics, and mention why they might prefer your product over your competitors'. Use numbered or bulleted points to make this simple and clear.

The next section will be about your specific goals. Keep this section short, and be sure to use the S.M.A.R.T. goals acronym: Specific, Measurable, Attainable, Relevant, and Timely. For example:

“We will play 200 shows next year in the mainland U.S. with average attendance of 200 ticket buyers per show at \$20.00 per ticket. This will increase our listener base as reflected by a 30% increase in monthly streams on Spotify by the end of the year.”

Now, write down your marketing strategy, keeping in mind your *Unique Selling Proposition* (USP), or what makes you different or unique. You should explain exactly how you intend to achieve your goals. Be as specific as you can about how you intend to reach your prospects with your marketing efforts.

Finally, write your budget if you have one, outlining how much you will spend and on what.

It's a good idea to revisit and update your marketing plan at least once a year. You will need to evaluate what's working and what isn't. Be objective and honest in your assessment, and make changes as needed to adapt to changes in your market and your business. Above all, be creative in your efforts.