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Marketing plan

Green Entrepreneurship



MCAST



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Introduction

Marketing plan

Marketing is how you promote your green business and **convince** customers to buy your products. It helps **connect** your product with the people who need it.

Good marketing helps you **find customers** who care about the environment and want sustainable products.

The business

Brief description of the business:

- Start with the **specific sustainability problem** you solve - Avoid vague "green" language
- Include measurable results - Use numbers to show **proven impact** with past clients
- Define your **exact target market** - Specify company size, industry, or sustainability stage
- Link environmental benefits to **business value** - Connect sustainability to cost savings or revenue growth

Marketing objectives

State the **goal** or the goals of your marketing plan.

For example:

- To reach eco-conscious customer
 - To grow sales of our sustainable products
-

TARGET MARKET

(Like in business plan)

Describe your ideal customer: age, habits, eco-awareness, location, etc.

In this section, describe the type of people who will buy or use your product or service. Knowing your target market helps you understand how to promote your business and what they need or care about.

Since your business is green or sustainable, your ideal customer may care about the environment, health, or ethical consumption.

Guiding questions to help you write:

- What is the **age** range of your ideal customers? Are they teenagers, adults, families, students?
- Where do they **live**? In your neighbourhood, your school, your city?
- What are their **interests**, values or lifestyle? (e.g., eco-friendly habits, healthy living, minimalist lifestyle)
- What problem or **need** do they have that your product solves?
- Are they willing to **pay more** for sustainable options?



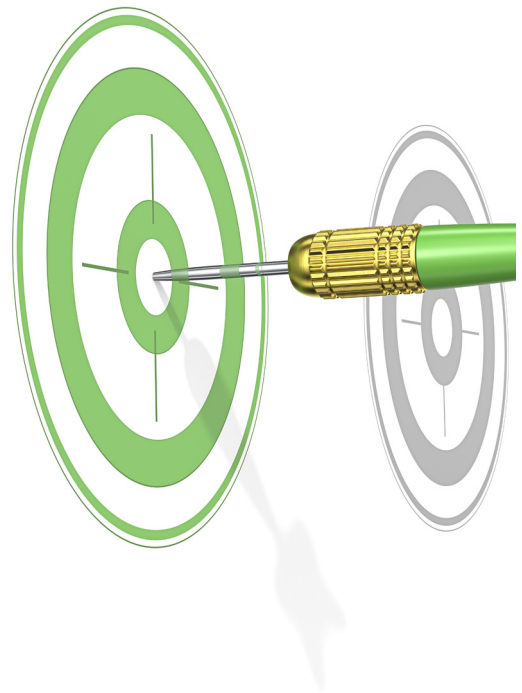
MARKETING OBJECTIVES

Objectives

Clear goals for what you want your marketing to do. Objectives should be specific, measurable, and realistic.

Guiding questions

- What do you want to **achieve** with marketing?
- How many sales or customers is **realistic**?
- What **social media** goals can you set?
- How will you know if **marketing** is working?
- How many customers do you want to **reach**?
- How many products do you want to sell?
- How many **followers** or contacts do you want to get?
- By **when**?



MARKETING STRATEGIES

What is it?

The ways you will **promote** your green product to reach your target market and meet your objectives.

Use the 4 P's of Marketing

Product

Describe main features of your product or service

- What makes your product eco-friendly and special?
- What is unique about your product?

Price

Discounts, packs, credit conditions

- How much will you charge?
- Is it affordable?
- How did you decide the price?
- Is it fair for customers and sustainable for your business?

Place

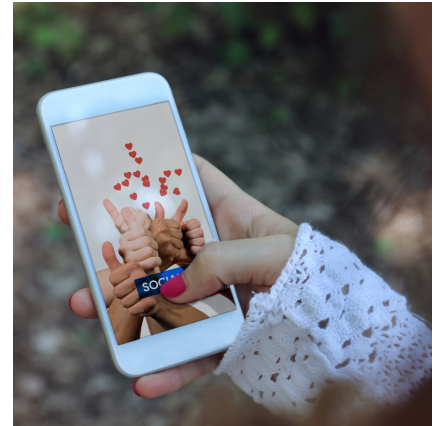
- Where will customers find your product?
- Will you sell online, at markets, in shops, or at events?

Promotion

- How will you communicate with customers?
- What channels and messages will you use?
- Will you use social media, posters, events, or word of mouth?
- How?

MARKETING TOOLS AND CHANNELS

Tools and channels



Specific platforms or methods to promote your product

- Which **social media** do your customers use?
- Which social media will you use?
- What **offline** tools can you use (posters, flyers)?
- Are there **local events** where you can sell or promote?
- Will you participate in **events** or fairs?
- Can you **collaborate** with other groups or shops?
- Any special **partnerships** or influencers?

BUDGET



How much money you will spend on marketing activities. Think about:

- Costs for printing materials
- Costs for online ads or boosted posts
- Costs for event participation

Keep it simple and realistic.



Guiding questions

- How much money do you have to spend?
- What marketing activities cost money?
- Which activities are free or low cost?
- How will you use your budget wisely?

MARKETING TIMELINE

A schedule showing when you carry out each marketing activity

- When will you design posters?
- When will you start social media promotion?
- When will you attend events or fairs?
- How long will each activity last?

Include dates and months for each task, order of activities and deadlines to keep you on track.

For example:

May

Design and print posters

June

Launch Instagram and TikTok

July

Participate in local eco fair

EVALUATION

What to include?

- What results will you measure? (sales, followers, feedback)
- When will you evaluate?
- How will you collect feedback?

Guiding questions

- How many products did you sell?
- How many followers or likes did you get?
- Did customers like your product and messages?
- What could you do better next time?



Contact



-  Location
-  Telephone number
-  Email