



S.W.O.T.
Identify your social enterprise's Strengths, Weaknesses, Opportunities, and Threats to creating your market niche.

TARGET MARKET
Develop a profile of your customer-known as your target market. Describe your target market in demographics—age, sex, family composition, earnings and geographic location and psychographics—lifestyle, political ideology, and faith.

MARKETING GOALS
Set your marketing goals. How many prospects from your target market do you want to convert to customers?

MARKETING PLAN
Determine the communication channels to your target market. How are you going to let your target market know about your social enterprise? What is your marketing mix?

MARKETING BUDGET
Commit startup capital to customer acquisition, development, and retention?

Created by Dr. Mark McNeess | markmcneess.com

5 COMPONENTS OF A SOCIAL ENTREPRENEURSHIP MARKETING PLAN