

Marketing Plan **LAUNCH** Template

1. When will my new business, product, or services launch?

I will launch my services by _____ .

2. By what date will my website be created or updated?

What platform will I use to make it?

I will use _____ to create my website by _____ .

3. What social media channels are my potential clients using that I can use to market my business? Circle Yes or No.



Yes / No



Yes / No



Yes / No



Yes / No



Yes / No



Yes / No



Yes / No



Yes / No

Other: _____

4. What other digital marketing channels will I use to connect with my audience? Circle Yes or No.

Email Marketing: Yes / No

Paid Advertising (e.g., social media, Google): Yes / No

Content Marketing (e.g., blogs, videos, e-books): Yes / No

Other: _____

5. Where can I market my fitness business offline? Circle Yes or No.

Local Advertising: Yes / No

Events: Yes / No

Referral Program: Yes / No

Other: _____