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**One-page Accounting Marketing Plan Template**

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| **Title** |
| *Name the service you’re offering* |
| **Time Frame** |
| *The time frame your plan will cover* |
| **Target Market** |
| *Describe your ideal client* |
| **Service** |
| *Describe the service you’re offering in one sentence* |
| **Key Differentiator** |
| *What makes the service that you’re offering different from your competitors’ offering?* |
| **Marketing Strategy** |
| *What channels will you use to market your service? Consider where you’ll most likely find your ideal client.How will your market your service (email, video, social media post, webinar, blog post, etc.?)* |
| **Key Messaging** |
| *What’s the key message you want to get across in your marketing?* |
| **Creative** |
| *The phrases or specific words you want to use in your marketing* |