



CAPSTONE MARKETING

Niche Marketing Plan Template:

Stay Focused with a Written Plan



Niche Marketing Plan Template

Champion: {List name}

Niche Team Members: {List names}

Vision: {The description of your future firm/niche.}

Mission: {Why you do what you do.}

Core Values: {The enduring beliefs of your firm. The expectations you have of each other and how you do business.}

Current Situation

{Include:

- Description of firm/niche
- Growth trends/goals
- SWOT Analysis
- Client Analysis
- Competitive Analysis}

SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats

Client Analysis

NAIC Code Classification	# Clients	Net Fees	Average Fee	Average Hourly Rate	Realization

Target Market/Prospective Clients

{A description of your target market, including NAIC code, sales, location, entity type, number of employees, and more. A helpful resource is www.hoovers.com.}

Competitive Analysis

Our competitors include:

Firm	Strengths	Weaknesses	How Our Firm is Different

Also ask:

- What industries do they serve?
- What services/products do they offer?
- What are their fees?
- What resources do they have?
- What are their current marketing activities?
- What alliances do they have?
- How successful are they?

Industry Outlook

{Include national trends as well as industry information for your geographic area. This can be obtained through trade associations, industry and business publications, and resources like www.firstresearch.com and www.ibisworld.com}.

Services for the {Insert Name} Industry

Services currently provided:

Future services:

Goals and Strategies – FY__

- (A) FY__ Net Niche Revenue: \$
- (B) Less Lost Revenue/Non-recurring work \$ ()
- (C) Subtotal = A - B \$
-
- (D) New revenue from new clients: \$
- (E) New business from current clients: \$
- (F) Overall New Goal = D + E \$

FY__ Total Niche Revenue Goal = B + C + F \$

(G) Average fee per client (determine from client analysis)

(H) # New clients = Total Niche Revenue Goal / G

(I) # Opportunities = H x close rate (e.g., if you close 50% of your sales opportunities multiply H by 2; 33% close rate, multiply H by 3)

1. {State as a SMART goal.}

Action Item	Responsible Person(s)	Deadline

2. {State as a SMART goal.}

Action Item	Responsible Person(s)	Deadline

3. {State as a SMART goal.}

Action Item	Responsible Person(s)	Deadline

{The right number of goals is the one that gives you a reasonable chance for success. Goals need to be realistic – with some stretch – and have the commitment of the team to implement.}

Implementation/Timetable

{Insert name}, is responsible for the implementation of the marketing plan. The status of the plan's implementation will be monitored at regular marketing meetings. {Place marketing campaigns and activities into the month when they occur. Some find it easier to create their timetable in Excel for sorting purposes.}

January 20__	February 20__	March 20__
April 20__	May 20__	June 20__
July 20__	August 20__	September 20__
October 20__	November 20__	December 20__

Budget

Marketing Budget Items:

- Advertising
- Consultants
- Direct mail
- E-newsletters
- Inbound
- Meals/ Entertainment
- Membership dues
- Networking
- Newsletters
- Postage
- Promotional items
- Proposals
- Research
- Salaries
- Seminars
- Social media
- Sponsorships
- Subscriptions
- Technology
- Training
- Trade shows
- Webinars
- Website
- Miscellaneous

Jean Caragher Capstone Marketing



Jean Caragher gets things done. For CPA firms seeking to improve their marketing, Jean is the go-to resource for strategy and implementation. With 30 years of experience working solely with CPAs, Jean knows the challenges and opportunities firms face today. Her experience and knowledge, combined with her practical approach, help growth-focused CPA firms attract the best clients and talent.

A well-respected industry specialist, Jean is an inaugural AAM Hall of Fame inductee, a multiple AAM-MAA award winner, and a *CPA Practice Advisor* Thought Leader. Prior to launching Capstone Marketing in 1998, Jean served as a CPA firm marketing director and association executive director. She has twice been named one of *Accounting Today's* 100 Most Influential People in Accounting.

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