

MARKETING

Annual Marketing Playbook

Strategy, channels, budgets and calendars

PRESENTED BY
Presenter Name

MODULES
5

EDITION
2026



Course map

- 01 Brewhouse Coffee Co. — Marketing Plan
- 02 FitFuel Snacks — Marketing Plan
- 03 Peak Protein Bars — Marketing Plan
- 04 Urban Threads — Marketing Plan
- 05 Gramin Organic Foods — Marketing Plan



Image

01

BREWHOUSE COFFEE CO. – MARKETING PLAN



KEY IDEA

Strategy, channels and budget for Q3-Q4 2026

Plan 1 · Brewhouse Coffee Co. — Marketing Plan

Where we are today

9

cafés

4.5★

average rating

31%

loyalty members

Baseline figures are sample data.

SWOT analysis

S

Strengths

Great coffee, cosy spaces
Loyal regulars

W

Weaknesses

Weekday afternoons are quiet
Limited delivery

O

Opportunities

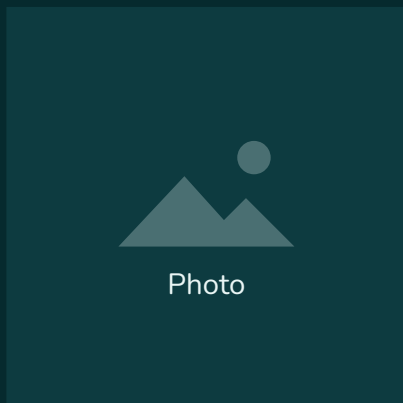
Remote workers
Office catering

T

Threats

Chain discounts
Rising milk prices

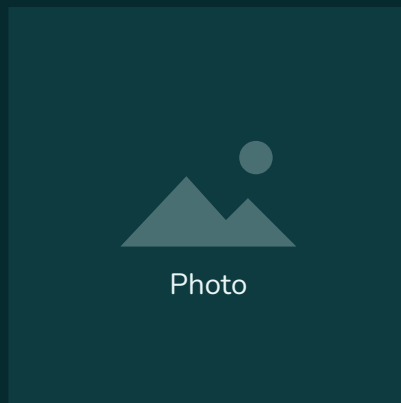
Target personas



Aditya, 28

REMOTE WORKER

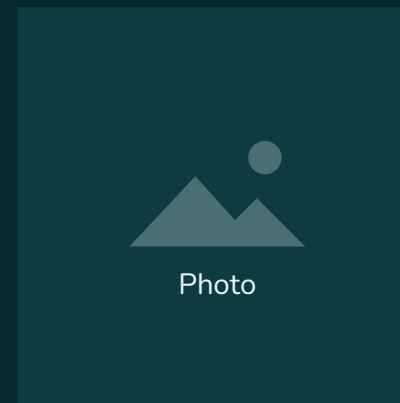
Needs Wi-Fi and good coffee.



Sneha, 21

STUDENT

Meets friends on weekends.



Office manager

CORPORATE BUYER

Orders for meetings.

Marketing objectives

01

Footfall

+20% weekday traffic.

02

Delivery

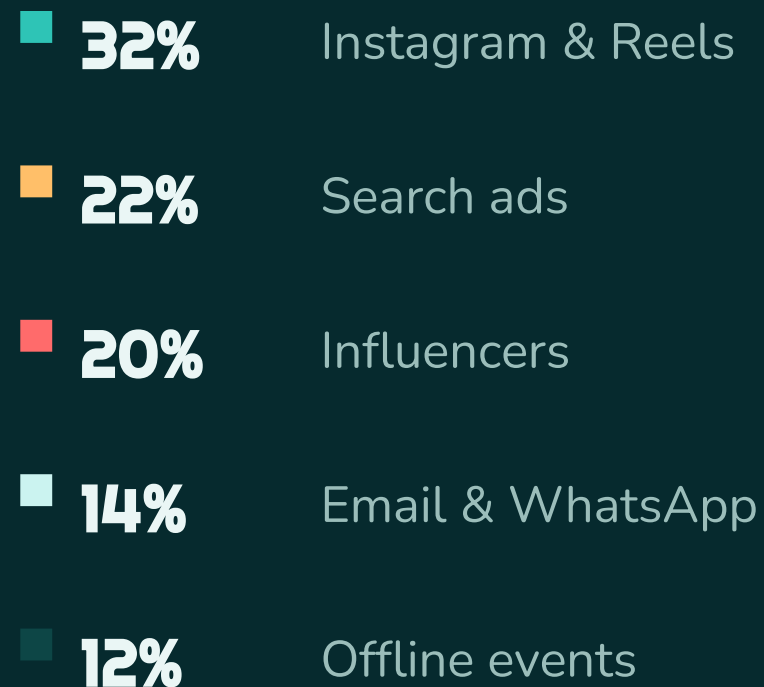
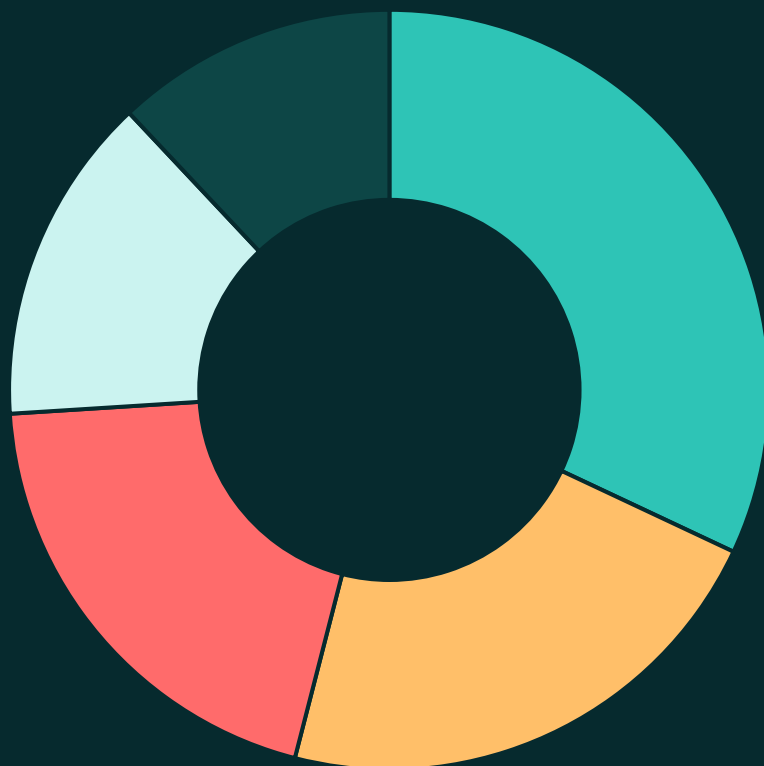
10% of sales.

03

Loyalty

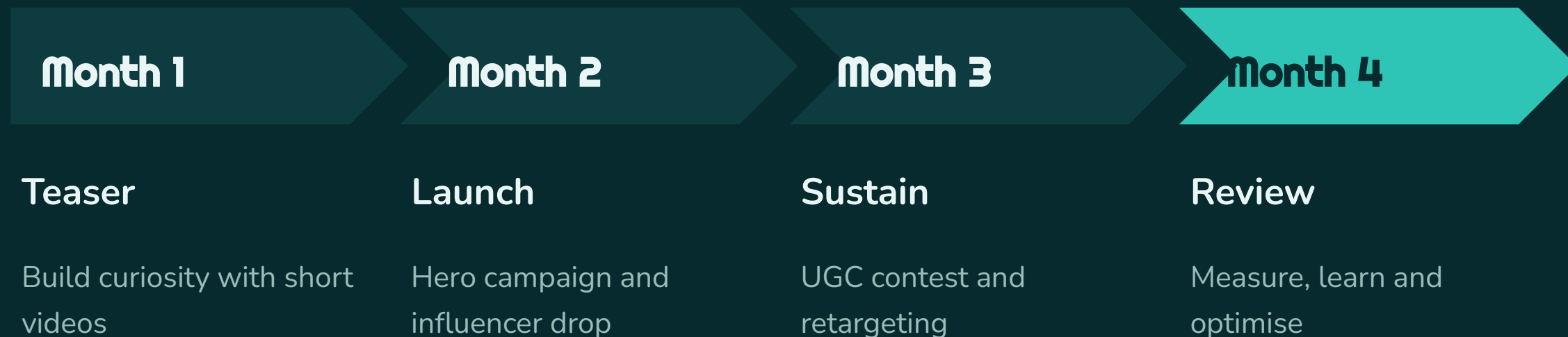
45% members.

Channel mix



Sample data for illustration.

Campaign calendar



Creative direction



Image 1

Hero visual

Bold product shot on brand colour



Image 2

Social series

Real people, real moments



Image 3

Outdoor

One line, one image, big type

Budget allocation

Channel	Q1	Q2	Total
Social media	₹6 L	₹7 L	₹13 L
Search ads	₹4 L	₹5 L	₹9 L
Influencers	₹3 L	₹5 L	₹8 L
Events	₹2 L	₹3 L	₹5 L

Sample budget for illustration.

KPIs and targets

3×

reach vs last year

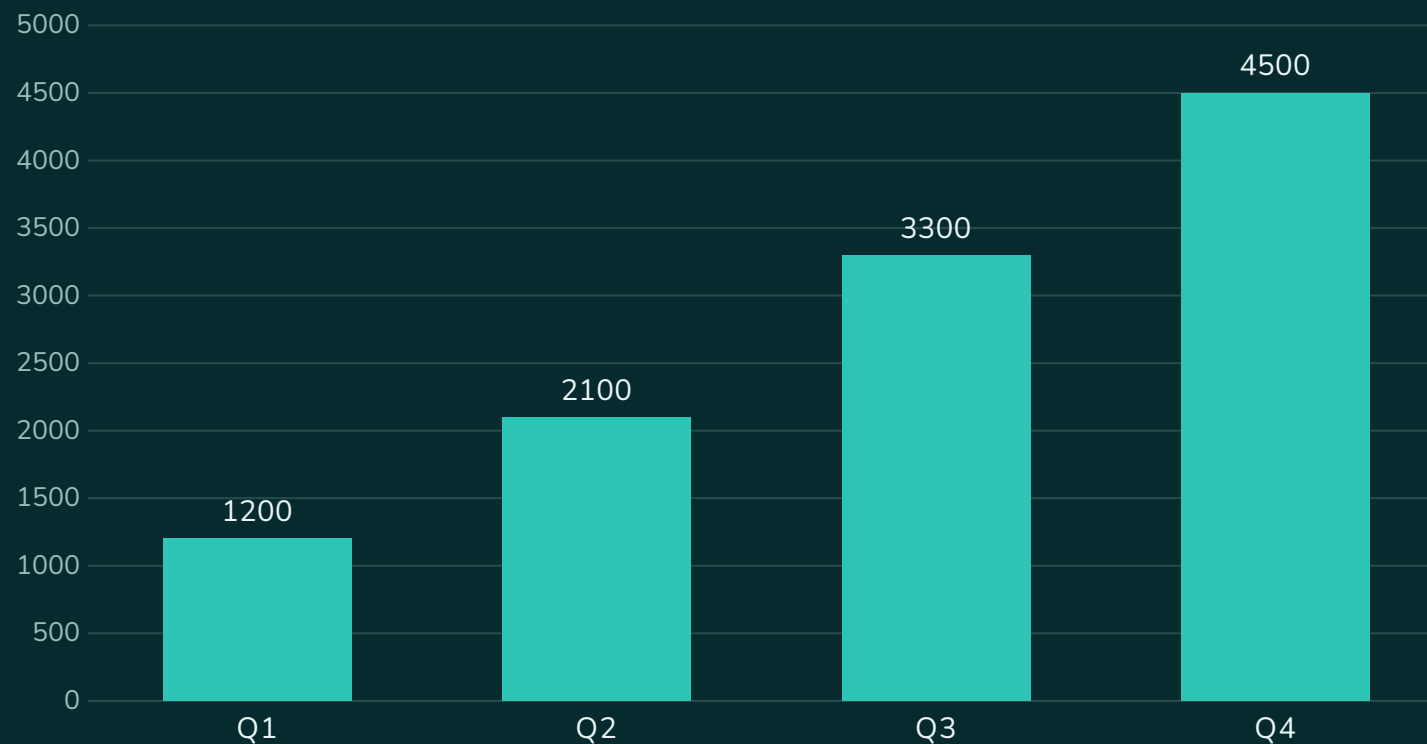
2.5%

target conversion rate

₹180

target cost per acquisition

Sample data for illustration.



02

FITFUEL SNACKS – MARKETING PLAN



KEY IDEA

Strategy, channels and budget for 2026

Plan 2 · FitFuel Snacks — Marketing Plan

Where we are today

₹1.2 Cr

annual revenue

9%

online share of sales

260

retail outlets

Baseline figures are sample data.

SWOT analysis

S

Strengths

High-protein recipes
Clean labels

W

Weaknesses

Low brand recall
Few flavours

O

Opportunities

Gym and campus tie-ups
Quick-commerce growth

T

Threats

Copypat products
Price-sensitive buyers

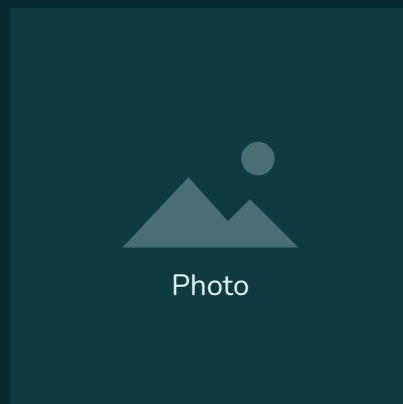
Target personas



Aditya, 22

COLLEGE ATHLETE

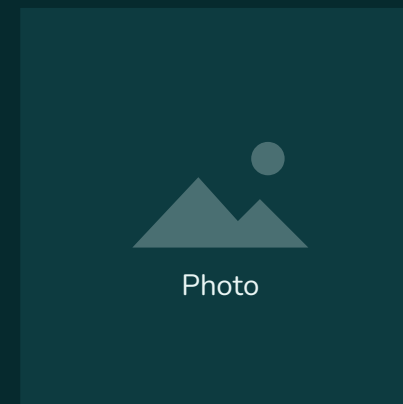
Needs quick protein between classes
and training.



Pooja, 29

BUSY PROFESSIONAL

Wants healthy snacks at her desk.



Sameer, 45

HEALTH-CONSCIOUS PARENT

Reads every label before buying.

Marketing objectives

01

Recall

Double unaided brand recall.

02

Online

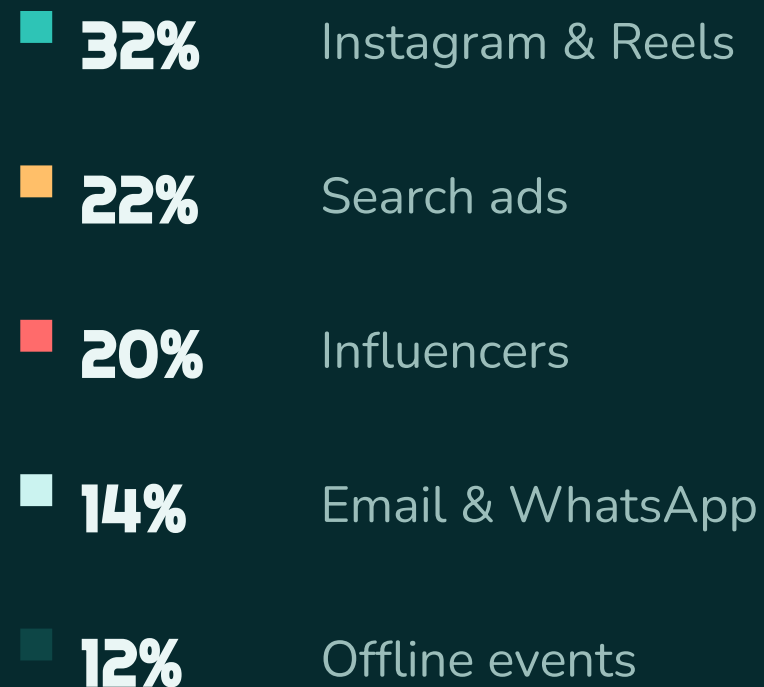
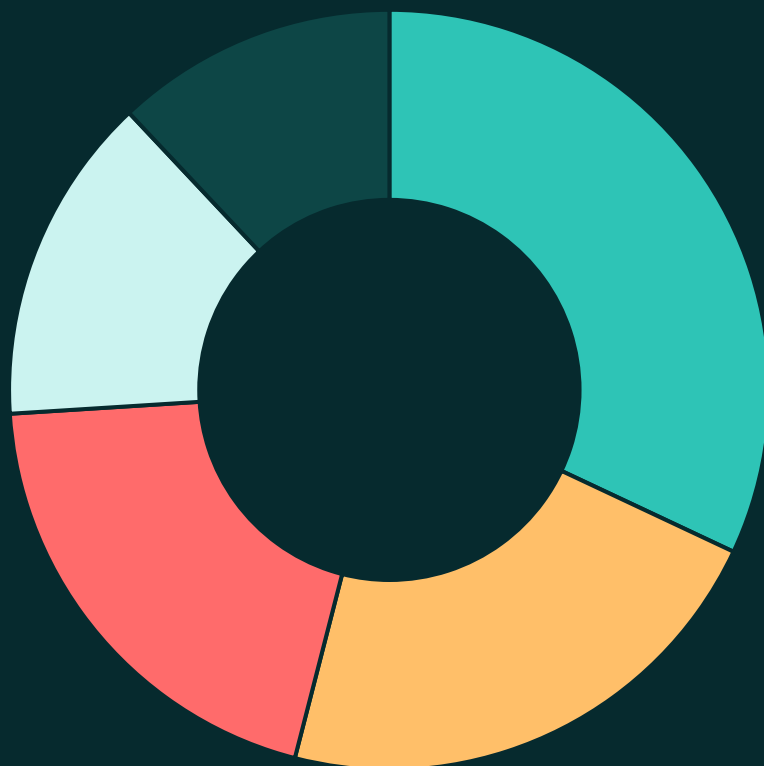
Grow online share to 20%.

03

Trial

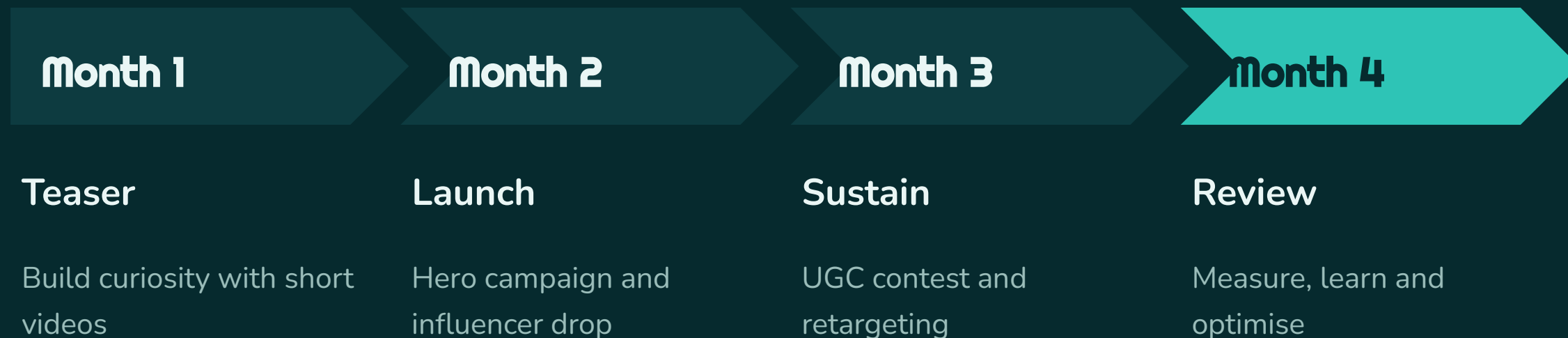
5 lakh free samples via gyms.

Channel mix



Sample data for illustration.

Campaign calendar



Creative direction



Image 1

Hero visual

Bold product shot on brand colour



Image 2

Social series

Real people, real moments



Image 3

Outdoor

One line, one image, big type

Budget allocation

Channel	Q1	Q2	Total
Social media	₹6 L	₹7 L	₹13 L
Search ads	₹4 L	₹5 L	₹9 L
Influencers	₹3 L	₹5 L	₹8 L
Events	₹2 L	₹3 L	₹5 L

Sample budget for illustration.

KPIs and targets

3×

reach vs last year

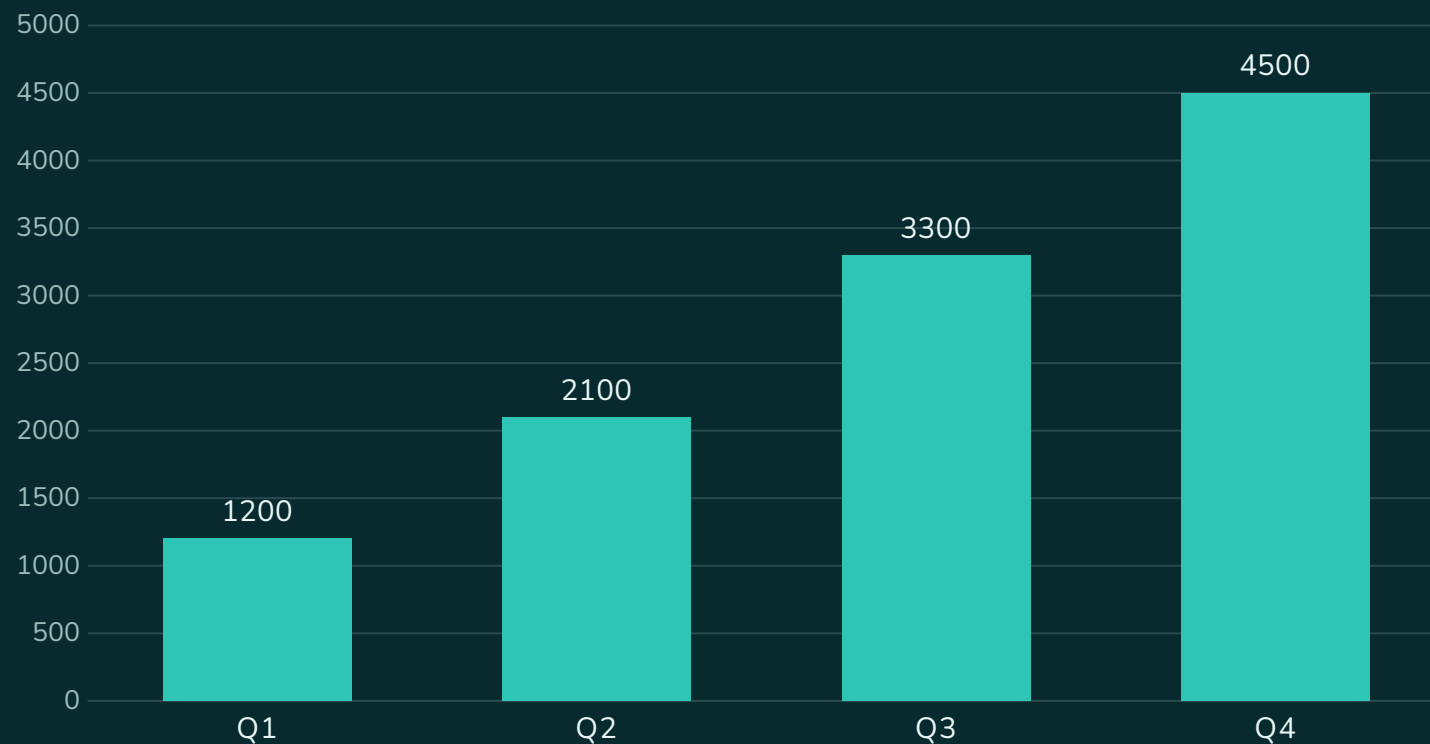
2.5%

target conversion rate

₹180

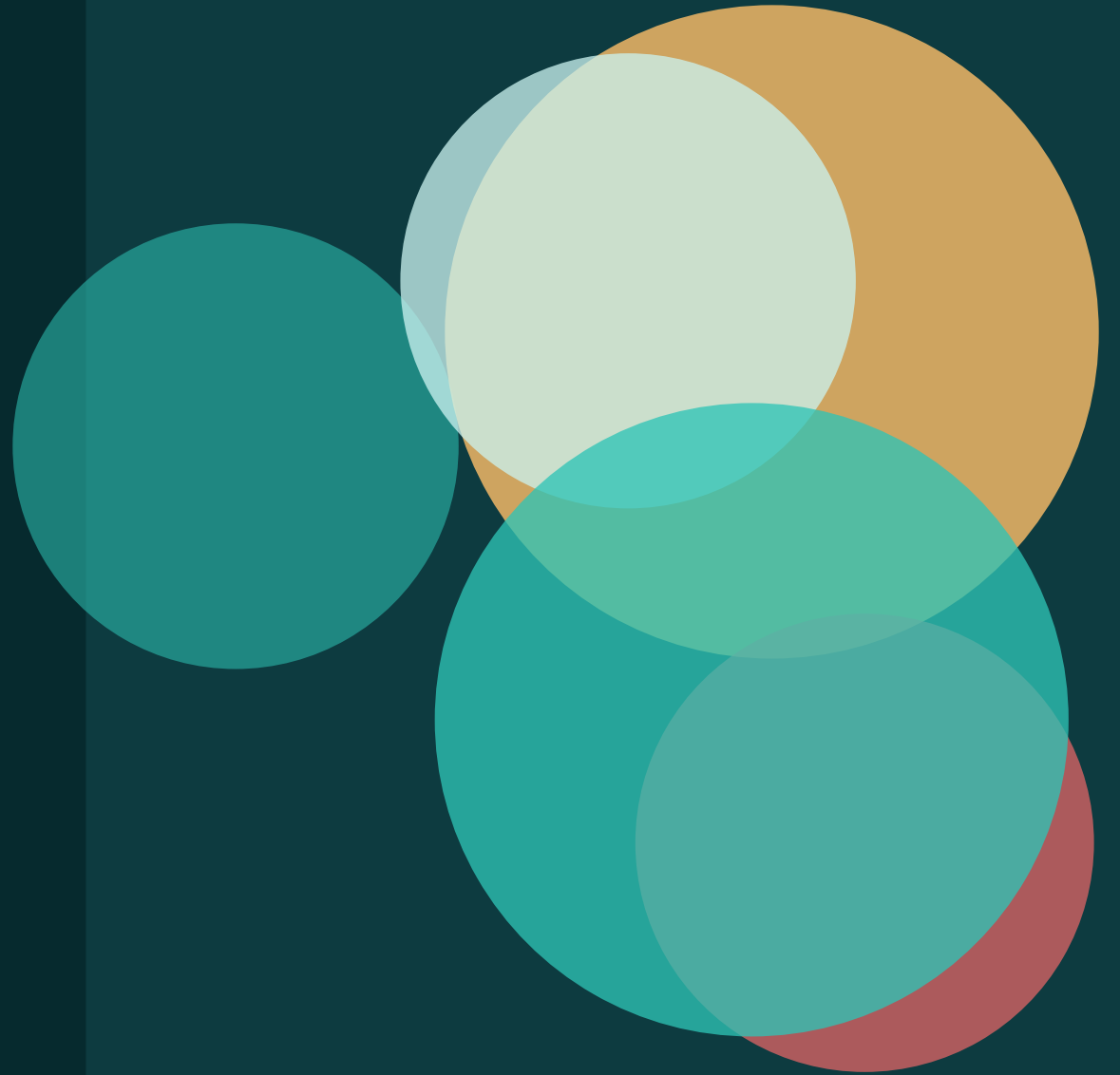
target cost per acquisition

Sample data for illustration.



03

PEAK PROTEIN BARS – MARKETING PLAN



KEY IDEA

Strategy, channels and budget for 2026

Plan 3 · Peak Protein Bars — Marketing Plan

Where we are today

6

flavours

2,400

retail outlets

22%

online share

Baseline figures are sample data.

SWOT analysis

S

Strengths

High protein, clean label
Strong gym partnerships

W

Weaknesses

Premium price
Limited flavours

O

Opportunities

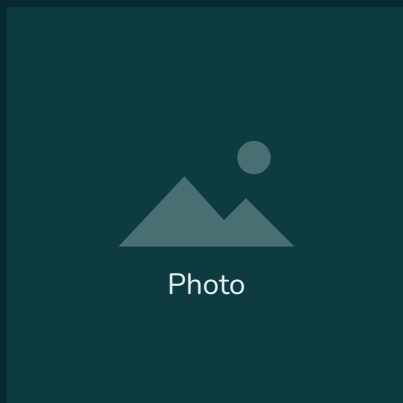
Fitness boom
Quick-commerce growth

T

Threats

Imported brands
Copycat products

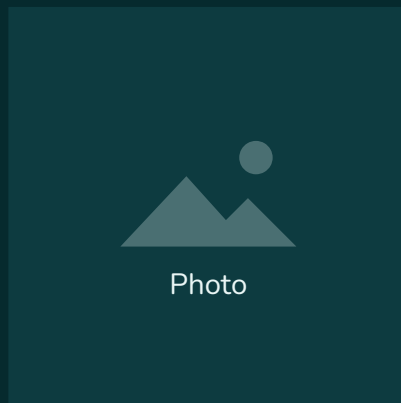
Target personas



Rohit, 25

GYM-GOER

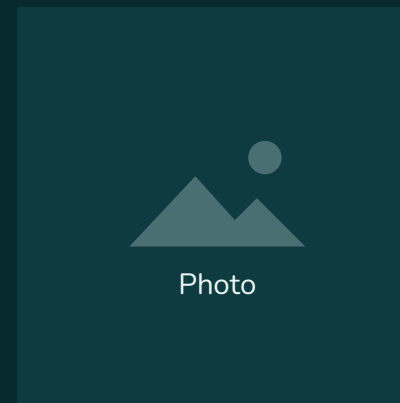
Needs protein on the go.



Isha, 30

BUSY PROFESSIONAL

Wants a healthy snack.



Varun, 19

STUDENT ATHLETE

Budget-conscious.

Marketing objectives

01

Trial

1 lakh free samples.

02

Distribution

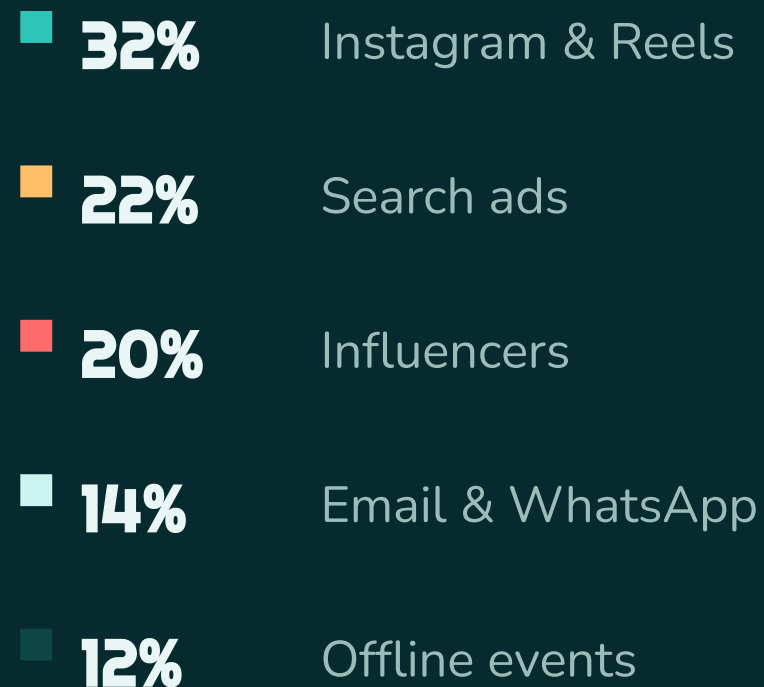
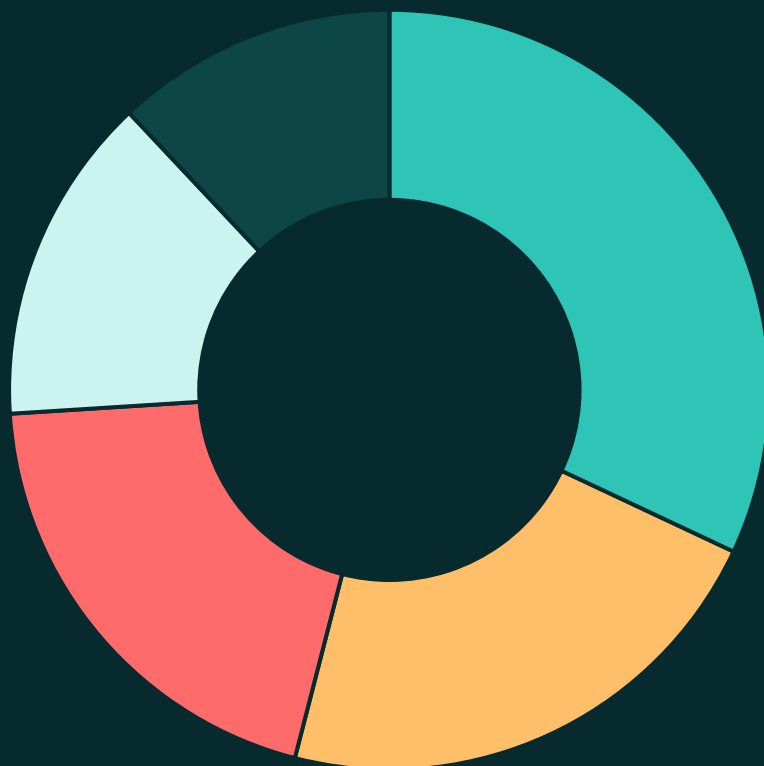
5,000 outlets.

03

Loyalty

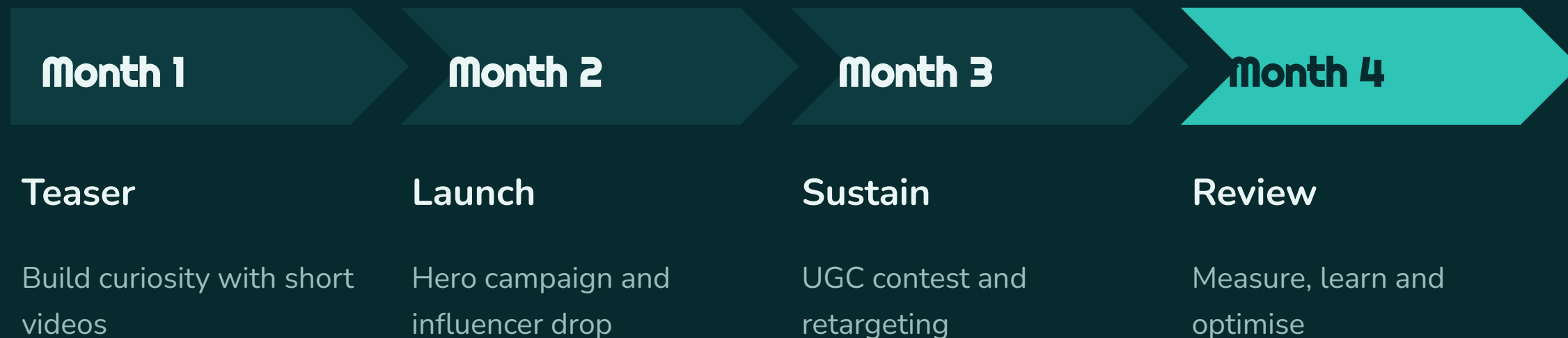
Subscription box.

Channel mix



Sample data for illustration.

Campaign calendar



Creative direction



Image 1

Hero visual

Bold product shot on brand colour



Image 2

Social series

Real people, real moments



Image 3

Outdoor

One line, one image, big type

Budget allocation

Channel	Q1	Q2	Total
Social media	₹6 L	₹7 L	₹13 L
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Events	₹2 L	₹3 L	₹5 L

Sample budget for illustration.

KPIs and targets

3×

reach vs last year

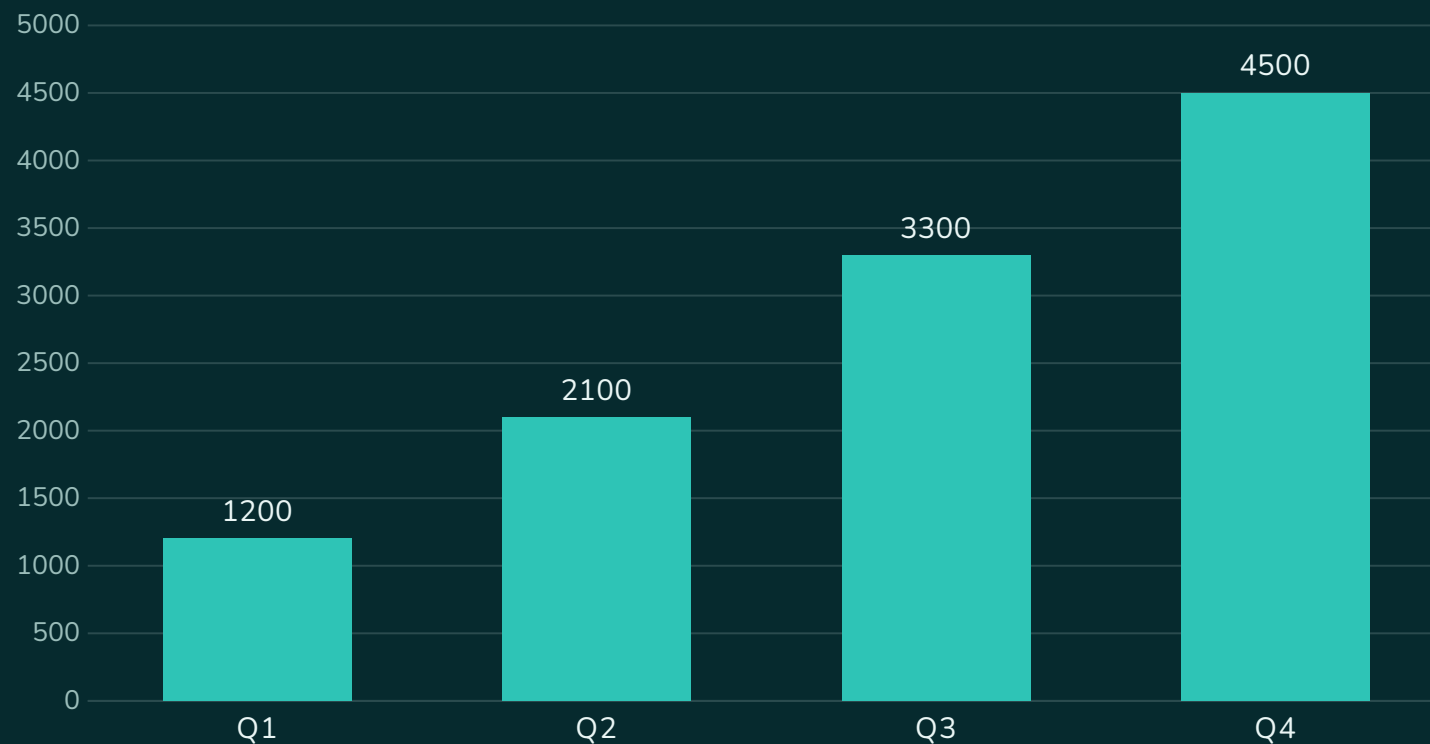
2.5%

target conversion rate

₹180

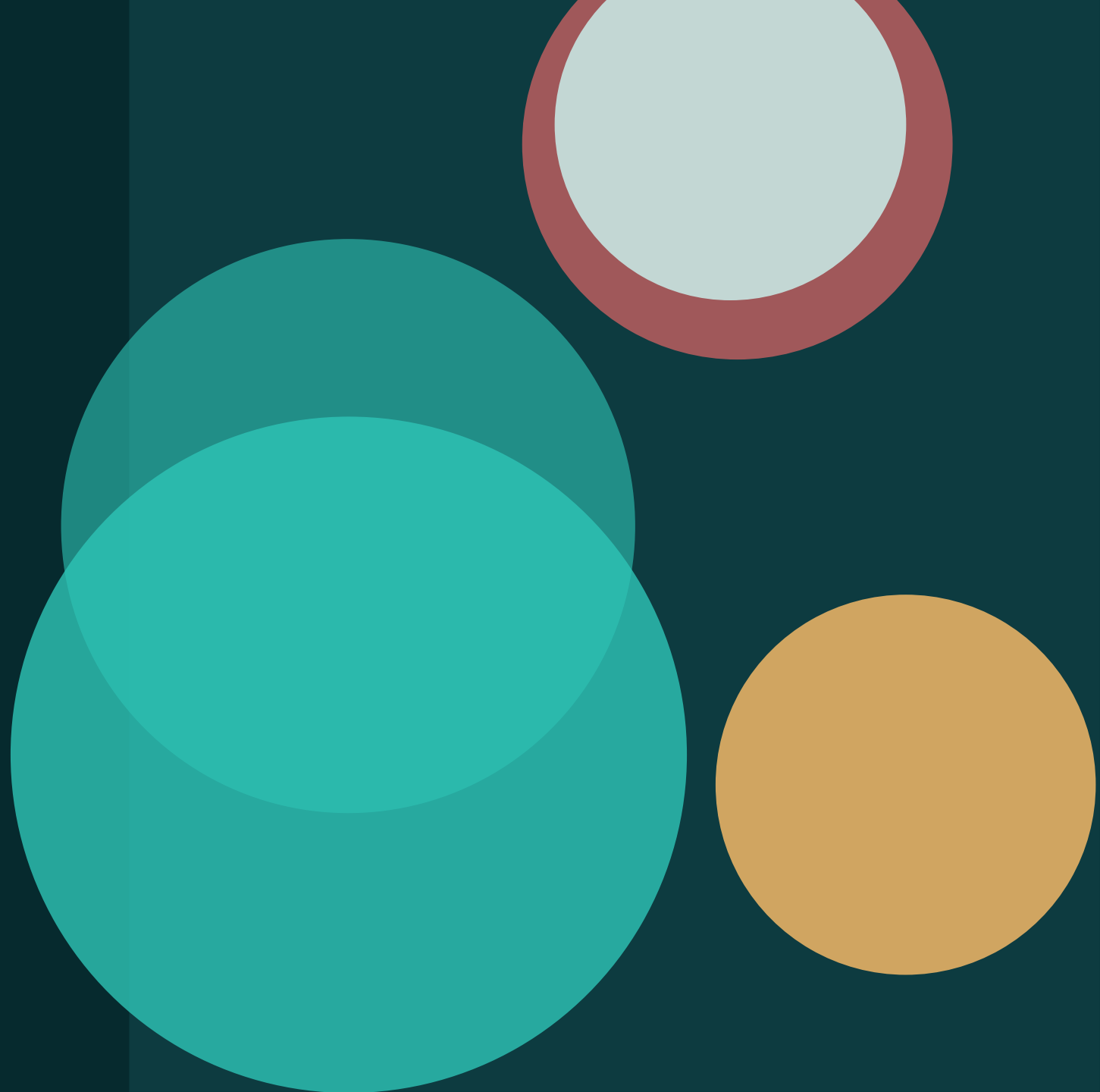
target cost per acquisition

Sample data for illustration.



04

URBAN THREADS – MARKETING PLAN



KEY IDEA

Strategy, channels and budget for FY 2026-27

Plan 4 · Urban Threads — Marketing Plan

Where we are today

85K

Instagram followers

3.1%

site conversion

12

cities shipped

Baseline figures are sample data.

SWOT analysis

S

Strengths

Distinctive prints
Fast design cycles

W

Weaknesses

Low brand awareness
Few offline stores

O

Opportunities

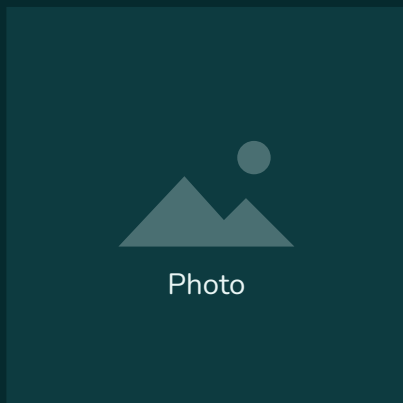
Festive season
College collaborations

T

Threats

Fast-fashion giants
Rising cotton prices

Target personas

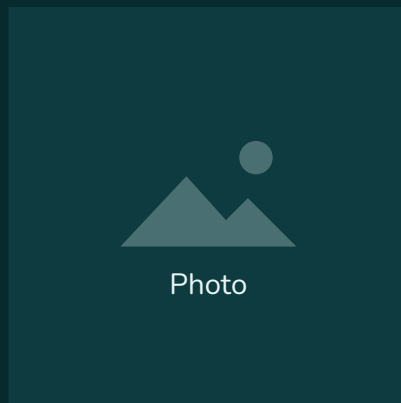


Photo

Ananya, 22

COLLEGE STUDENT

Wants trendy, affordable outfits.

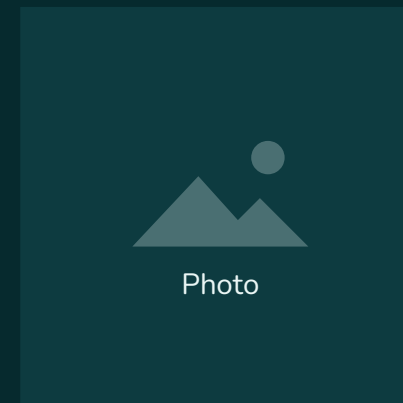


Photo

Karan, 27

YOUNG PROFESSIONAL

Looks for smart casuals.



Photo

Megha, 34

GIFT BUYER

Buys festive gifts online.

Marketing objectives

01

Awareness

Double social reach.

02

Conversion

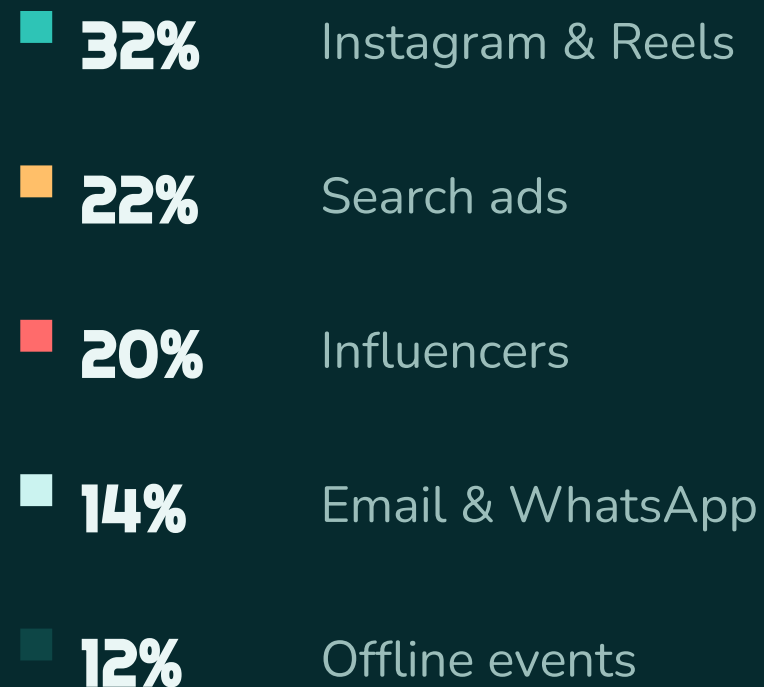
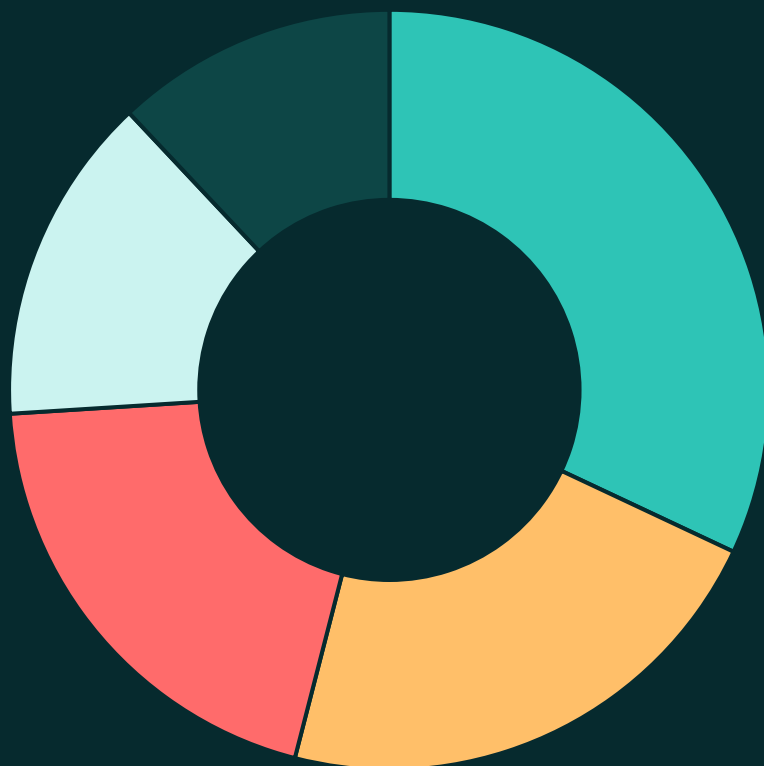
Lift conversion to 4%.

03

Retention

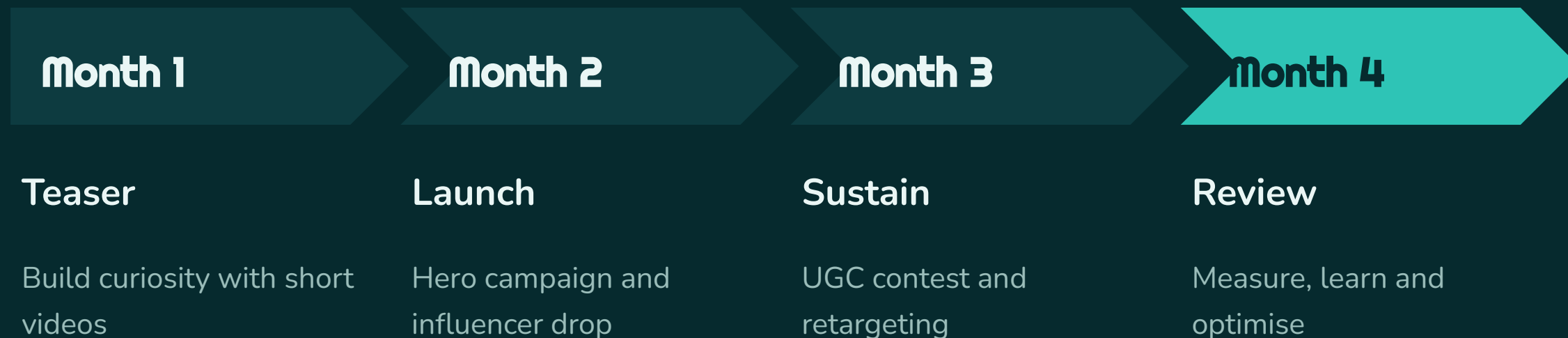
30% repeat buyers.

Channel mix



Sample data for illustration.

Campaign calendar



Creative direction



Image 1

Hero visual

Bold product shot on brand colour



Image 2

Social series

Real people, real moments



Image 3

Outdoor

One line, one image, big type

Budget allocation

Channel	Q1	Q2	Total
Social media	₹6 L	₹7 L	₹13 L
Search ads	₹4 L	₹5 L	₹9 L
Influencers	₹3 L	₹5 L	₹8 L
Events	₹2 L	₹3 L	₹5 L

Sample budget for illustration.

KPIs and targets

3×

reach vs last year

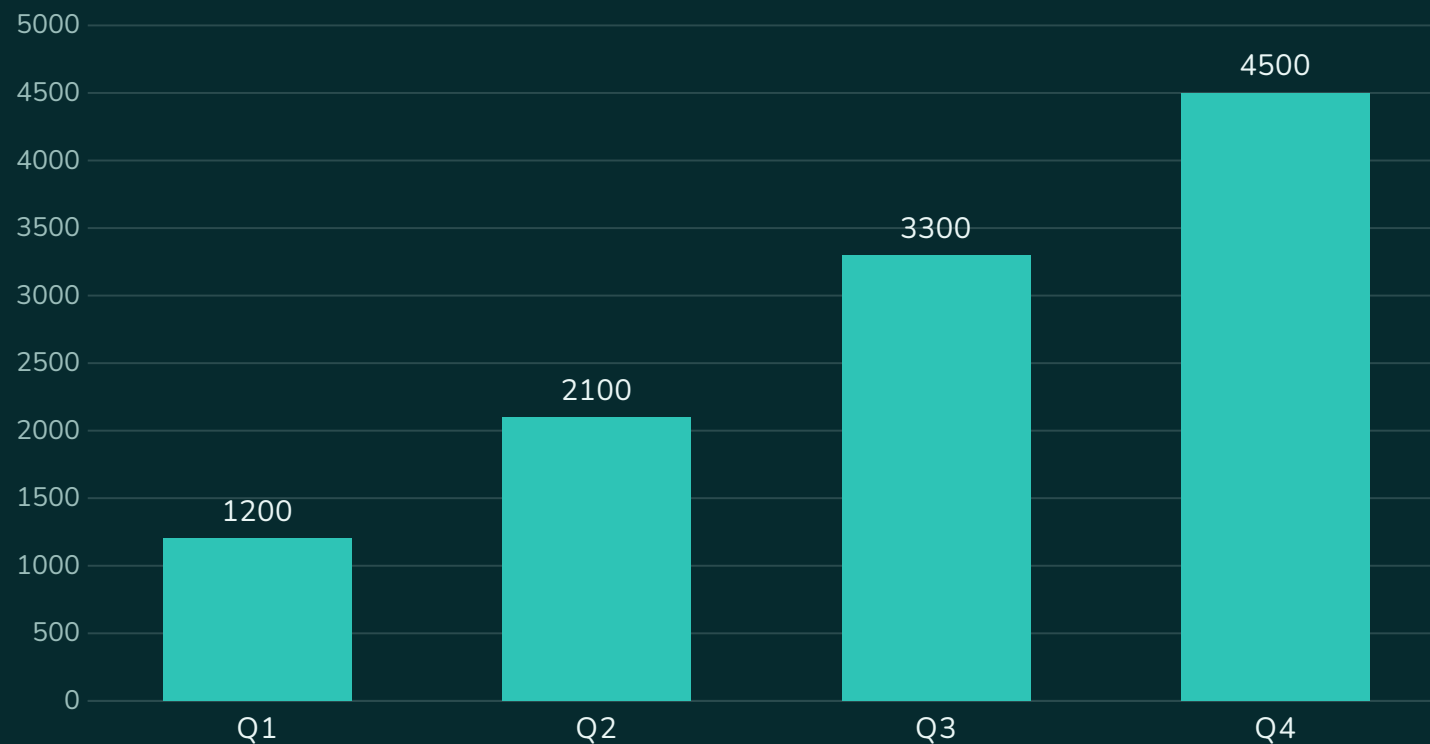
2.5%

target conversion rate

₹180

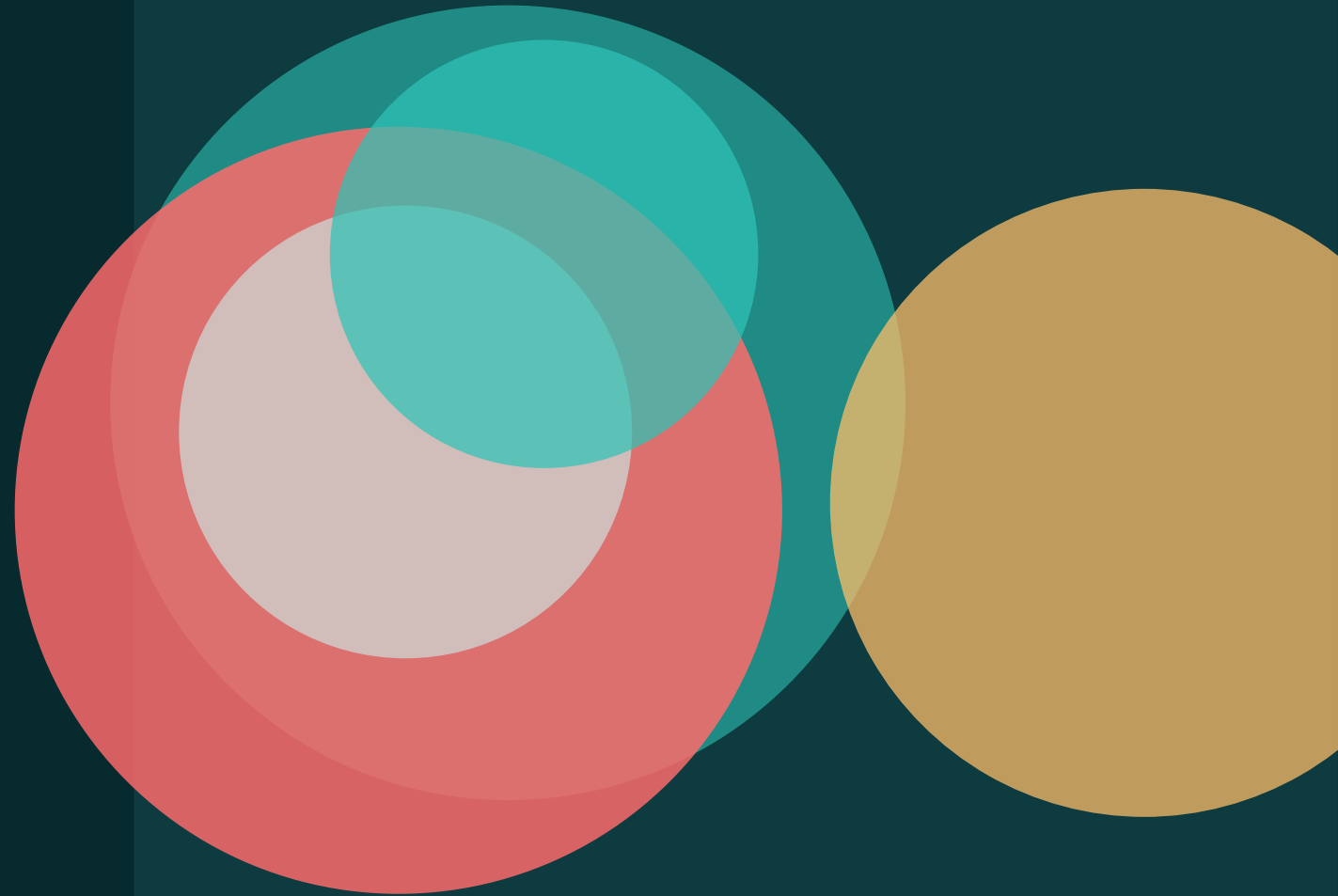
target cost per acquisition

Sample data for illustration.



05

GRAMIN ORGANIC FOODS – MARKETING PLAN



KEY IDEA

Strategy, channels and budget for FY 2026-27

Plan 5 · Gramin Organic Foods — Marketing Plan

Where we are today

120

farmer partners

35

products

8

cities

Baseline figures are sample data.

SWOT analysis

S

Strengths

Certified organic
Farmer stories

W

Weaknesses

Higher prices
Small marketing team

O

Opportunities

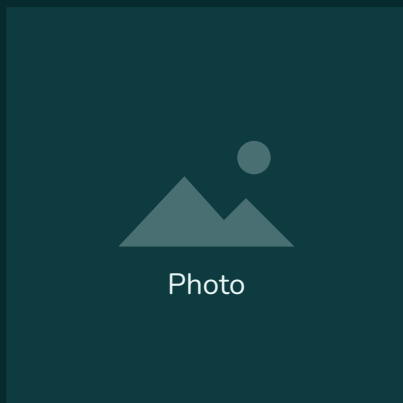
Health awareness
Export demand

T

Threats

Fake organic claims
Supply variability

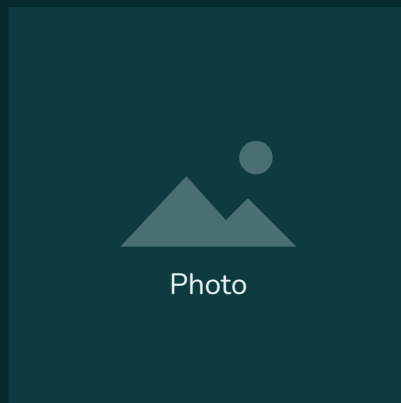
Target personas



Health-conscious family

URBAN PARENTS

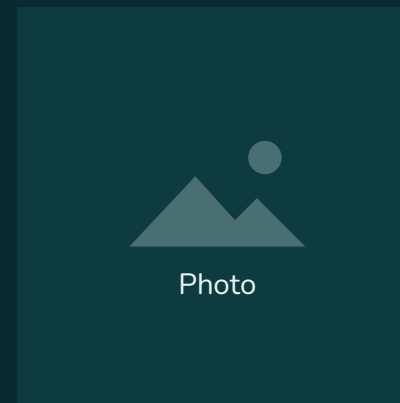
Want chemical-free food.



Fitness enthusiast

YOUNG ADULT

Buys millets and seeds.



Gift buyer

FESTIVE SHOPPER

Looks for premium hampers.

Marketing objectives

01

Trust

Farm-trace QR on every pack.

02

Reach

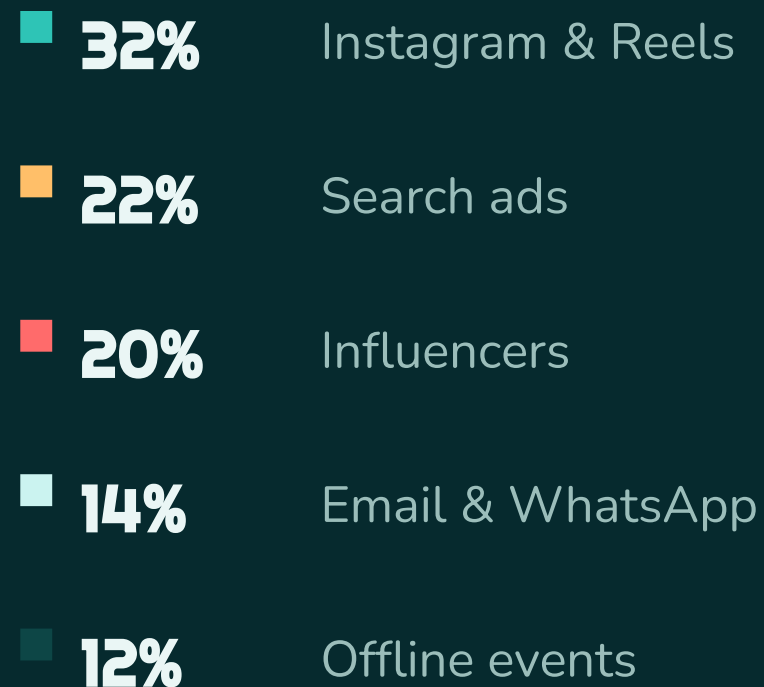
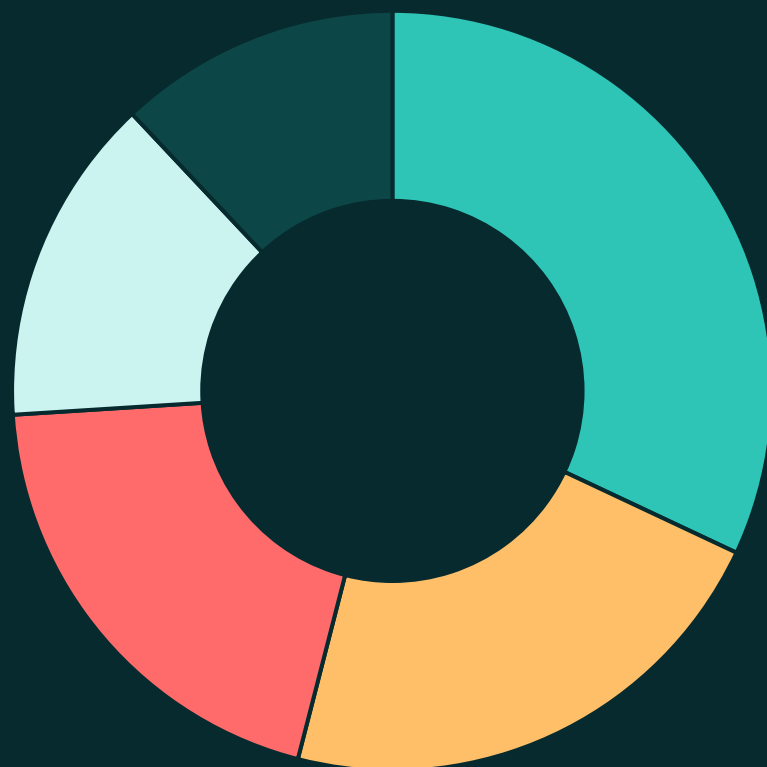
Enter 4 new cities.

03

Repeat

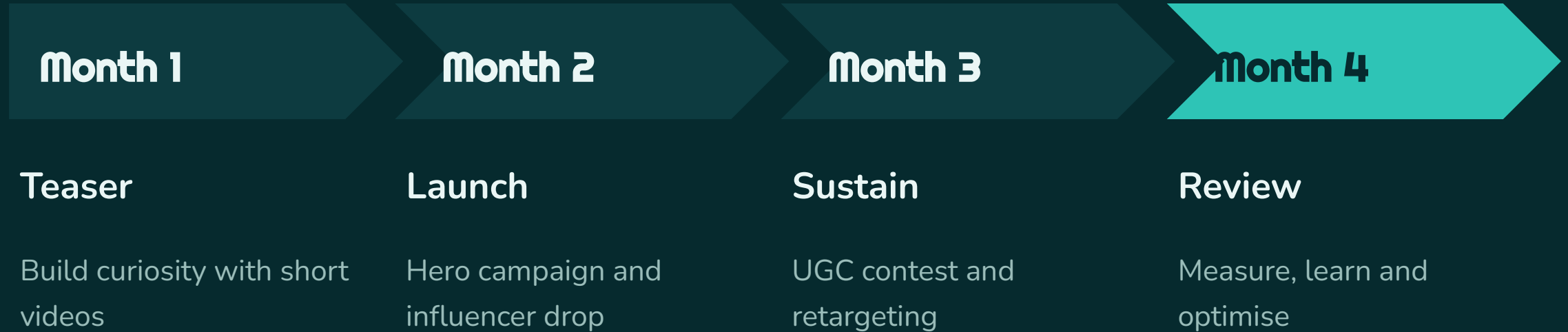
35% repeat orders.

Channel mix



Sample data for illustration.

Campaign calendar



Creative direction



Image 1

Hero visual

Bold product shot on brand colour



Image 2

Social series

Real people, real moments



Image 3

Outdoor

One line, one image, big type

Budget allocation

Channel	Q1	Q2	Total
Social media	₹6 L	₹7 L	₹13 L
Search ads	₹4 L	₹5 L	₹9 L
Influencers	₹3 L	₹5 L	₹8 L
Events	₹2 L	₹3 L	₹5 L

Sample budget for illustration.

KPIs and targets

3×

reach vs last year

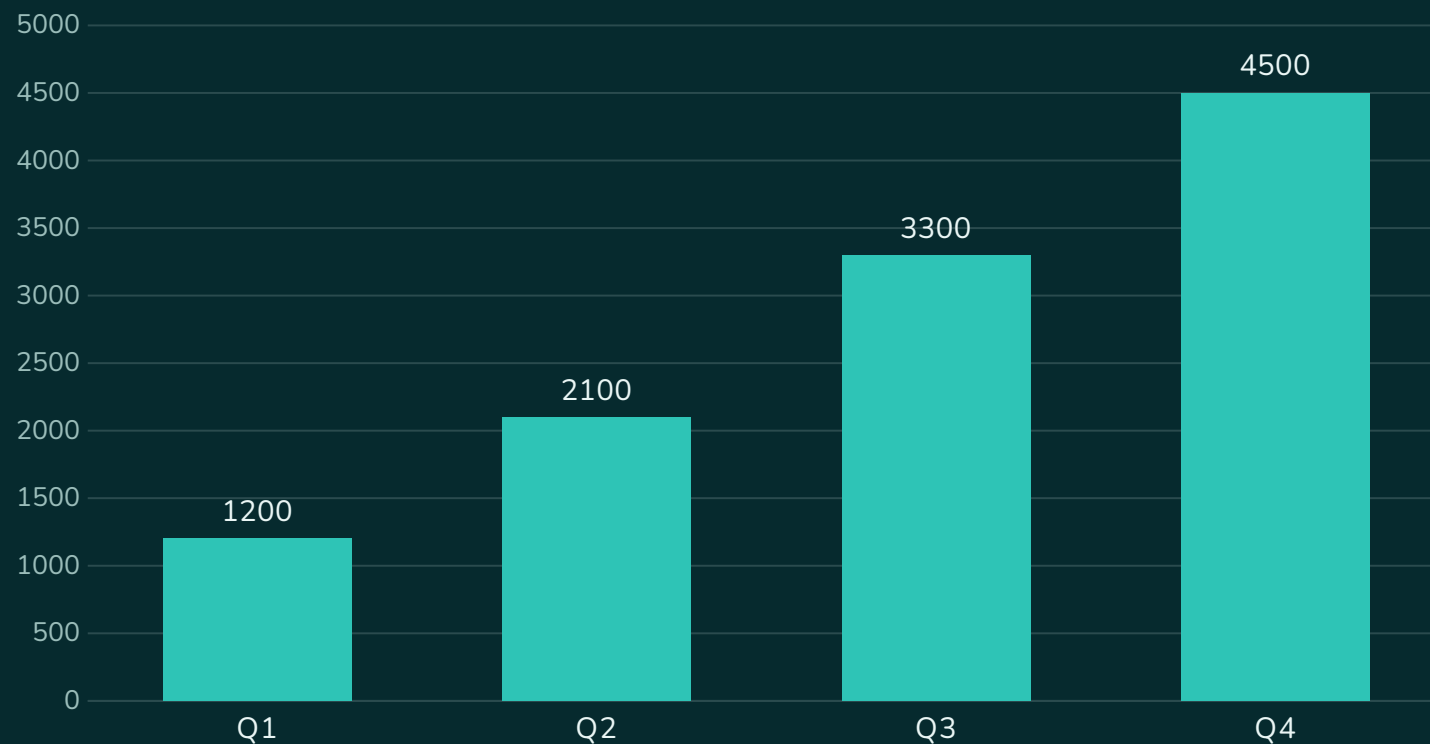
2.5%

target conversion rate

₹180

target cost per acquisition

Sample data for illustration.



Thank you

Questions and discussion.

Presenter Name

hello@yourdomain.in

