

MARKETING

GO-TO-MARKET MASTER PLAN

Strategy, channels, budgets and calendars

PRESENTED BY
Presenter Name

MODULES
5

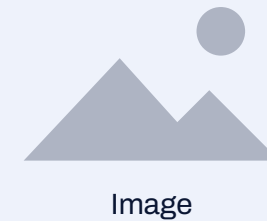
EDITION
2026





COURSE MAP

- 01** Sunrise Public School — Marketing Plan
 - 02** Gramin Organic Foods — Marketing Plan
 - 03** FitFuel Snacks — Marketing Plan
 - 04** Chai Craft — Marketing Plan
 - 05** Urban Threads — Marketing Plan
-



01

SUNRISE PUBLIC SCHOOL — MARKETING PLAN

Strategy, channels and budget for Admissions 2027



WHERE WE ARE TODAY

1,800

students

92%

board pass rate (sample)

40

clubs

Baseline figures are sample data.



SWOT ANALYSIS

S Strengths

Strong academics
Experienced teachers

W Weaknesses

Dated website
Little social presence

O Opportunities

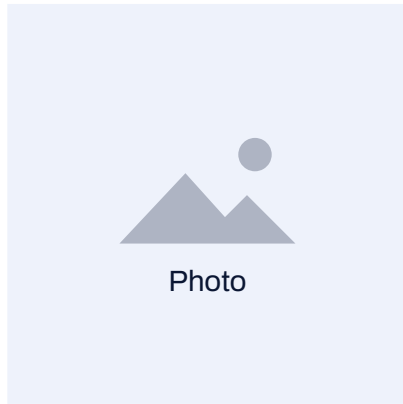
New residential areas
Parent referrals

T Threats

New international schools
Fee sensitivity

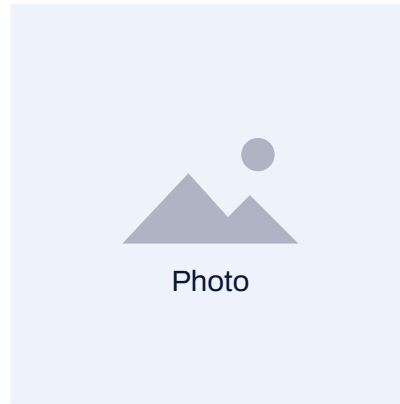


TARGET PERSONAS



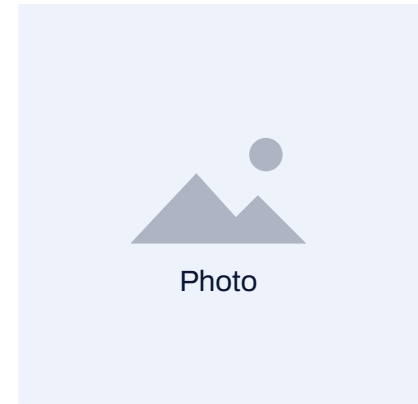
Parent of 5-year-old FIRST ADMISSION

Wants safety and good teachers.



Parent of class 8 student SWITCHING SCHOOLS

Looks for academics and sports.



Working parents BUSY SCHEDULES

Need transport and day care.



MARKETING OBJECTIVES

01

Enquiries

Double admission enquiries.

02

Visits

300 campus tours.

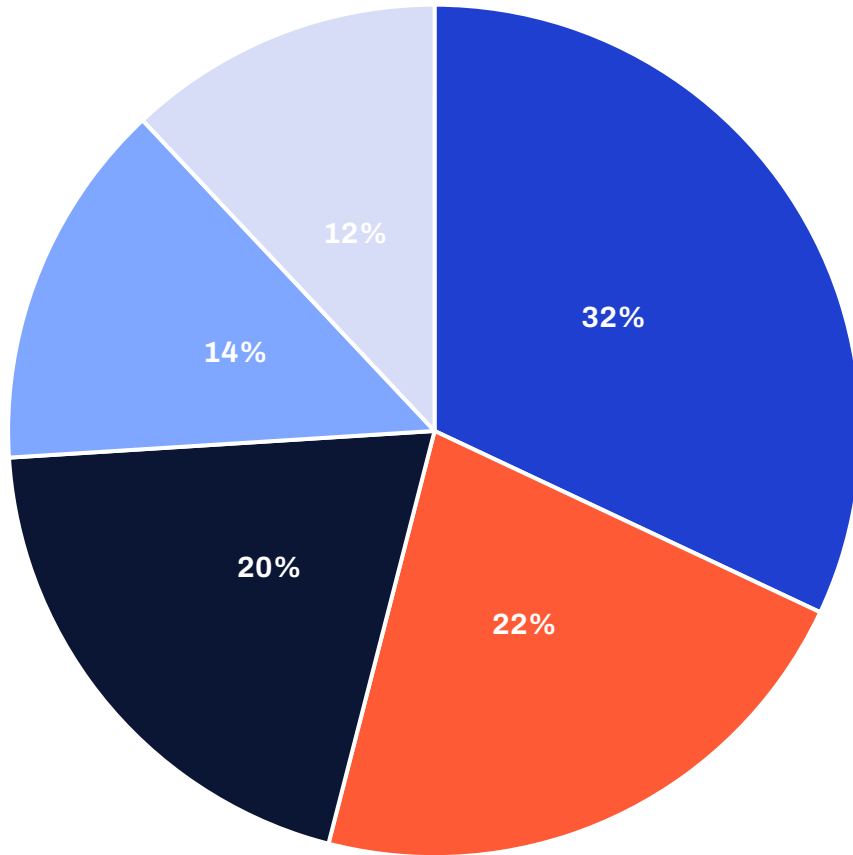
03

Reputation

4.6★ parent reviews.



CHANNEL MIX

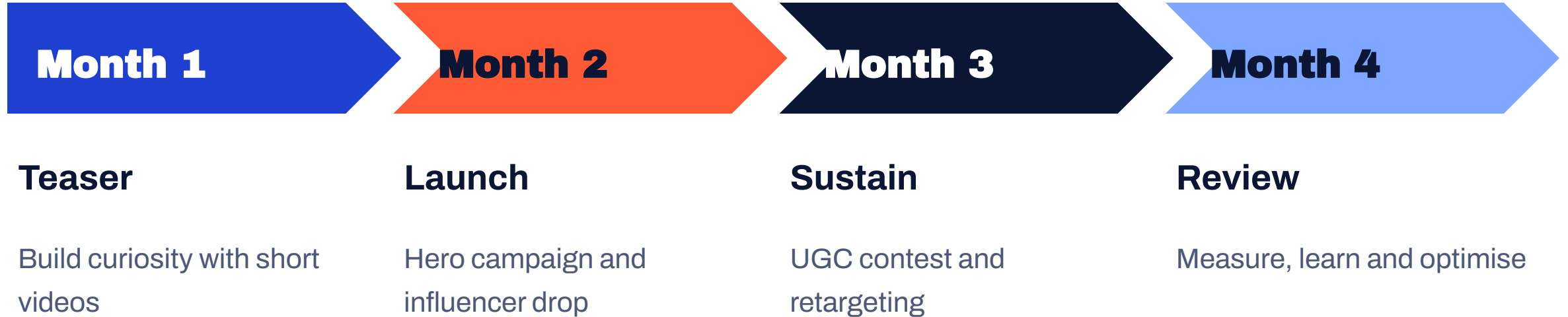


Sample data for illustration.

- 32%** Instagram & Reels
- 22%** Search ads
- 20%** Influencers
- 14%** Email & WhatsApp
- 12%** Offline events



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

3x

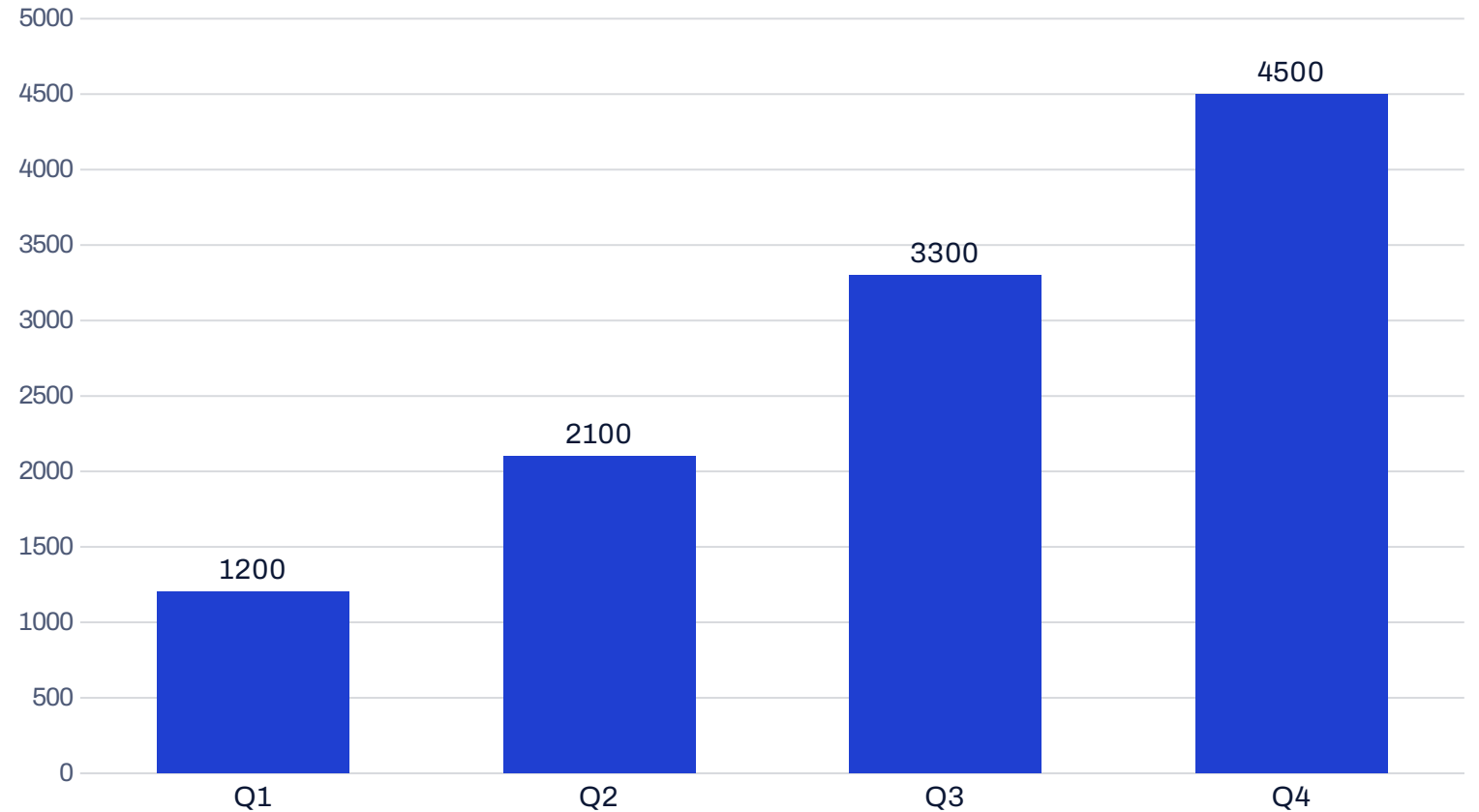
reach vs last year

2.5%

target conversion rate

₹180

target cost per acquisition



Sample data for illustration.

02

GRAMIN ORGANIC FOODS — MARKETING PLAN

Strategy, channels and budget for FY 2026–27



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

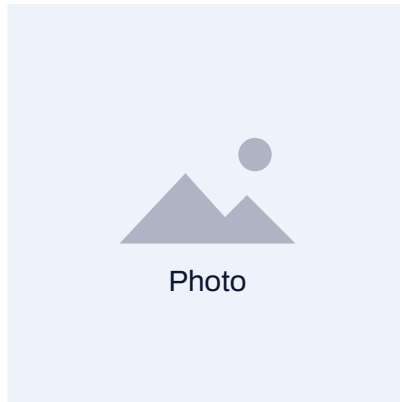
T

Threats

Fake organic claims
Supply variability



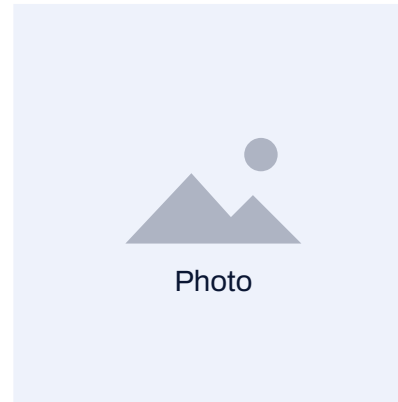
TARGET PERSONAS



Health-conscious family

URBAN PARENTS

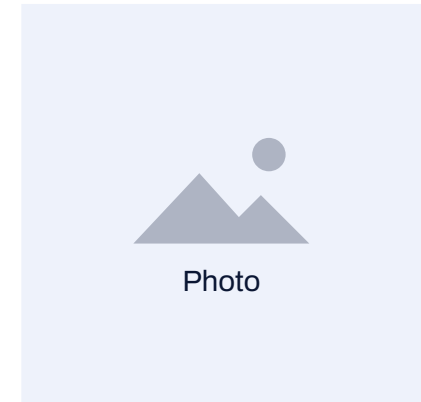
Want chemical-free food.



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.

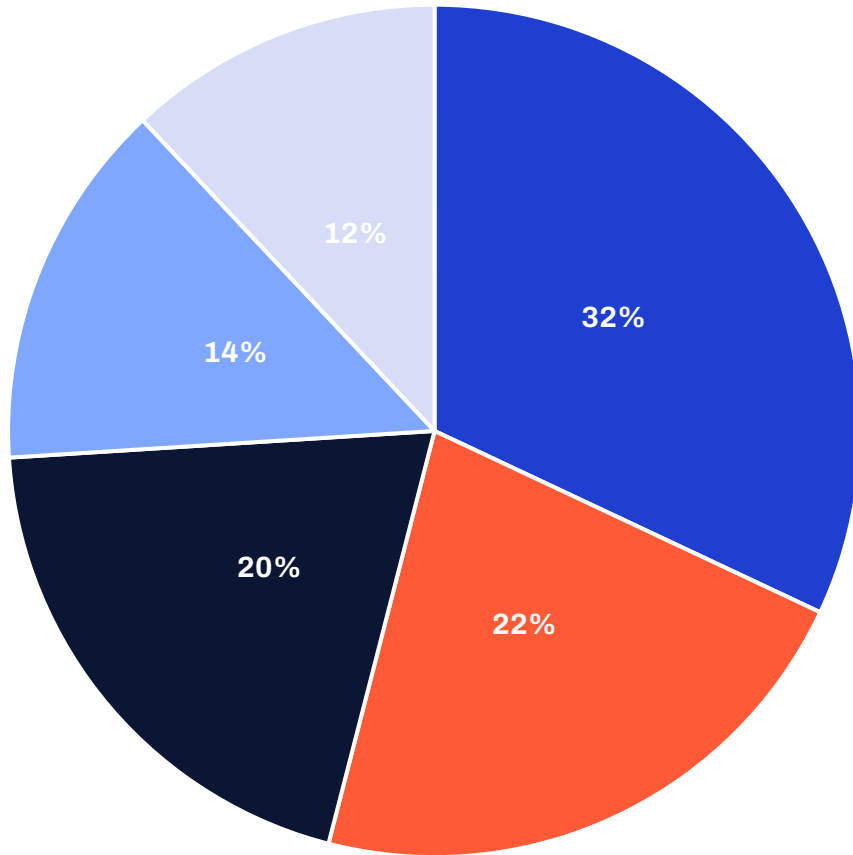
03

Repeat

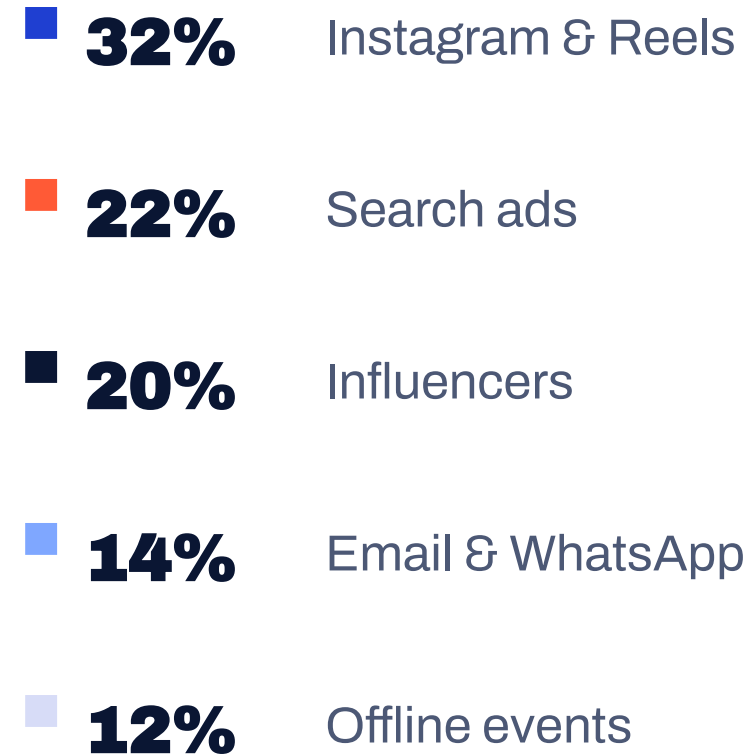
35% repeat orders.



CHANNEL MIX

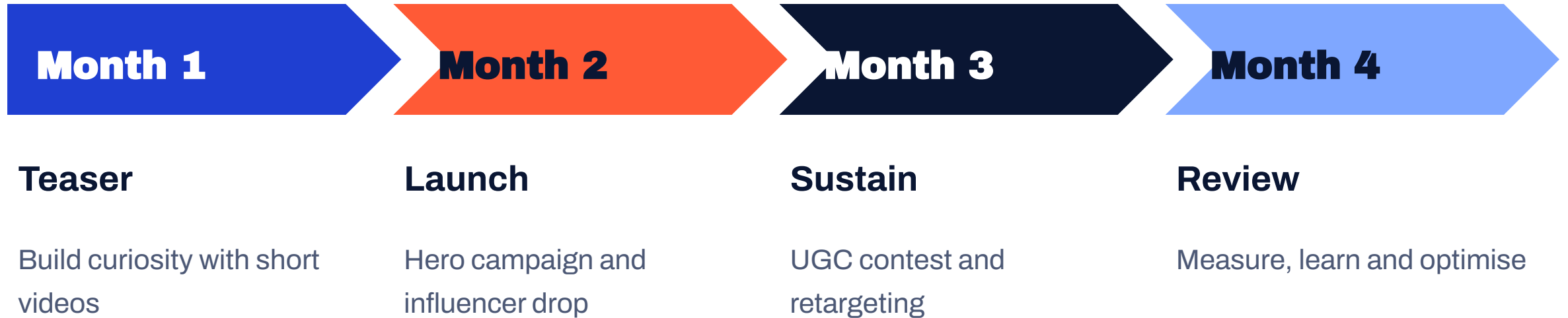


Sample data for illustration.





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

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Sample budget for illustration.



KPIS AND TARGETS

3x

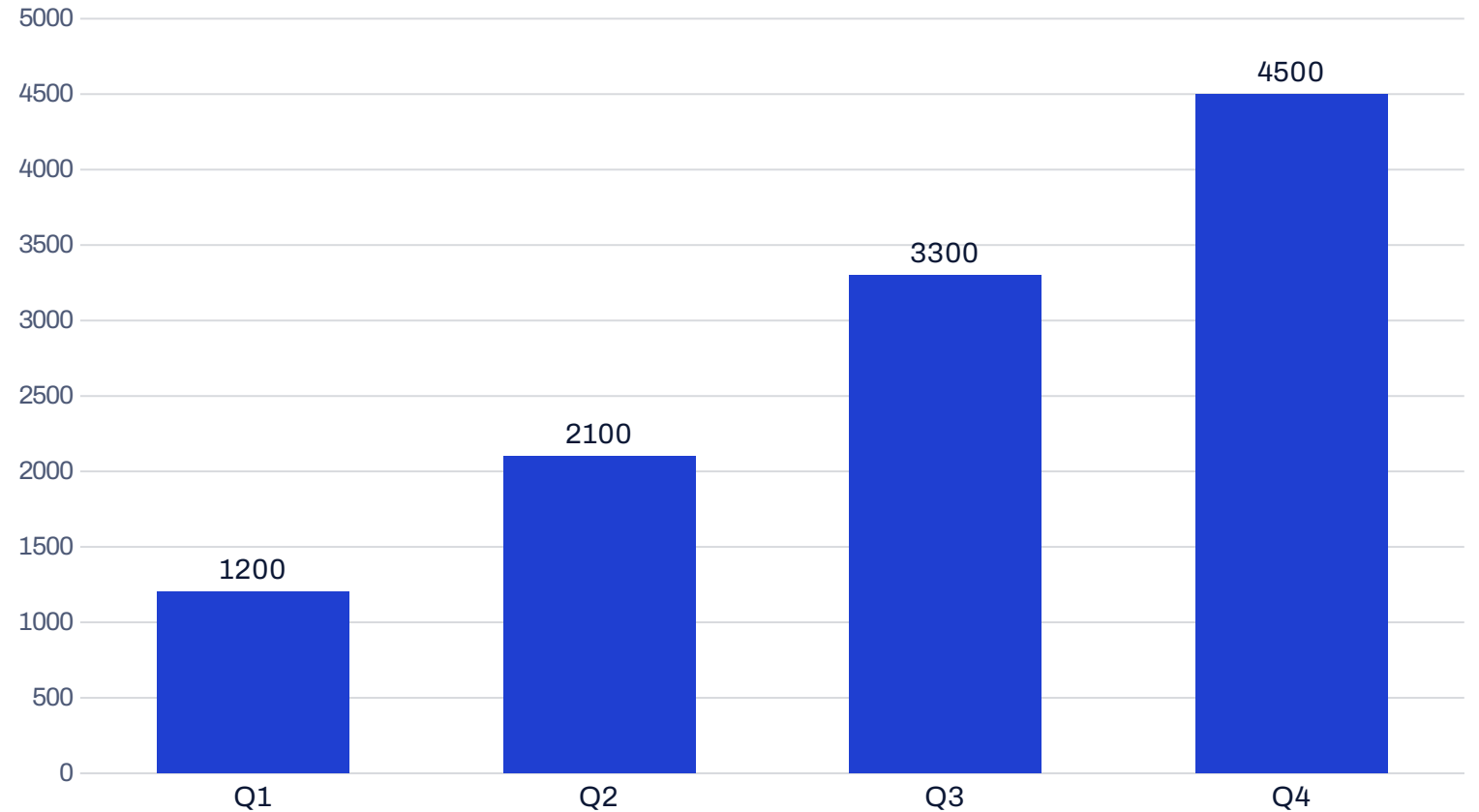
reach vs last year

2.5%

target conversion rate

₹180

target cost per acquisition



Sample data for illustration.

03

**FITFUEL SNACKS —
MARKETING PLAN**

Strategy, channels and budget for 2026



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

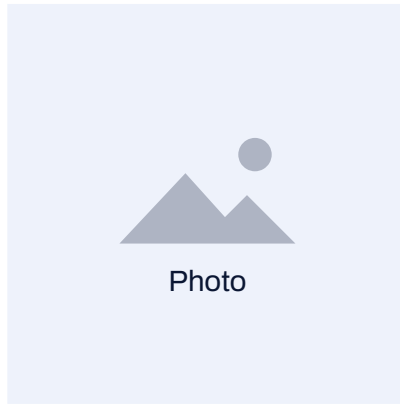
T

Threats

Copycat products
Price-sensitive buyers

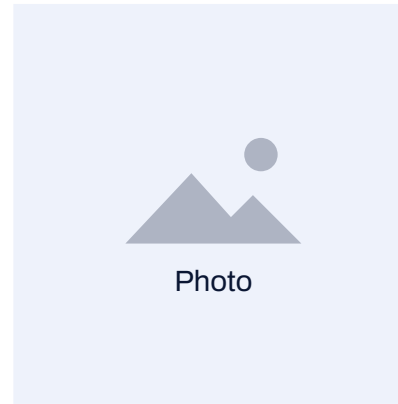


TARGET PERSONAS



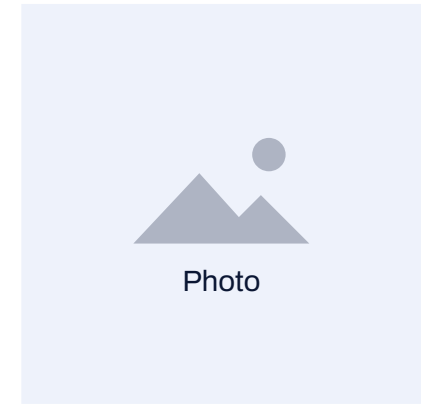
Aditya, 22
COLLEGE ATHLETE

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%.

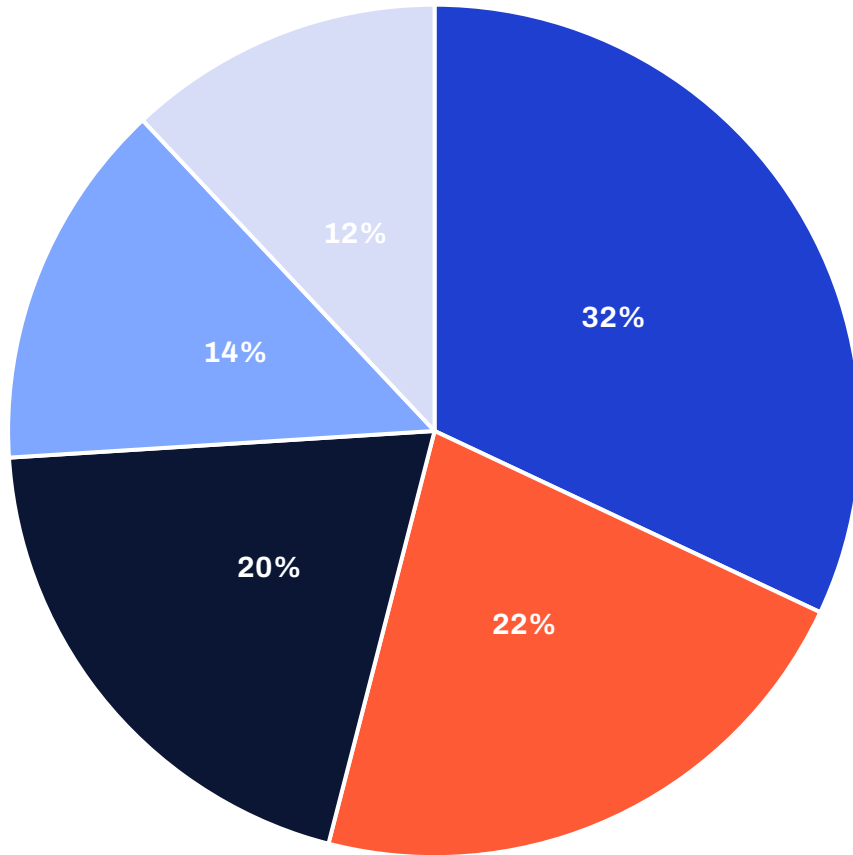
03

Trial

5 lakh free samples via gyms.



CHANNEL MIX

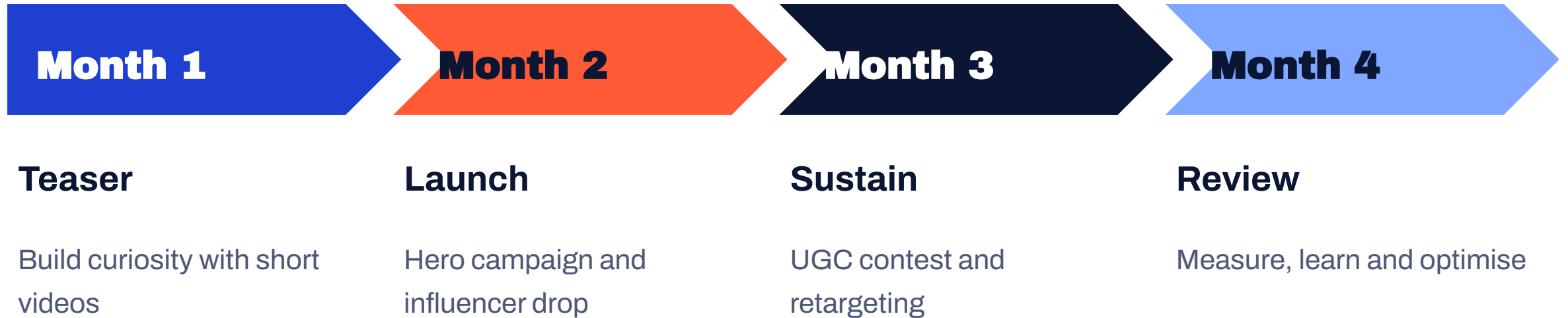


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CAMPAIGN CALENDAR





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



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Sample budget for illustration.



KPIS AND TARGETS

3x

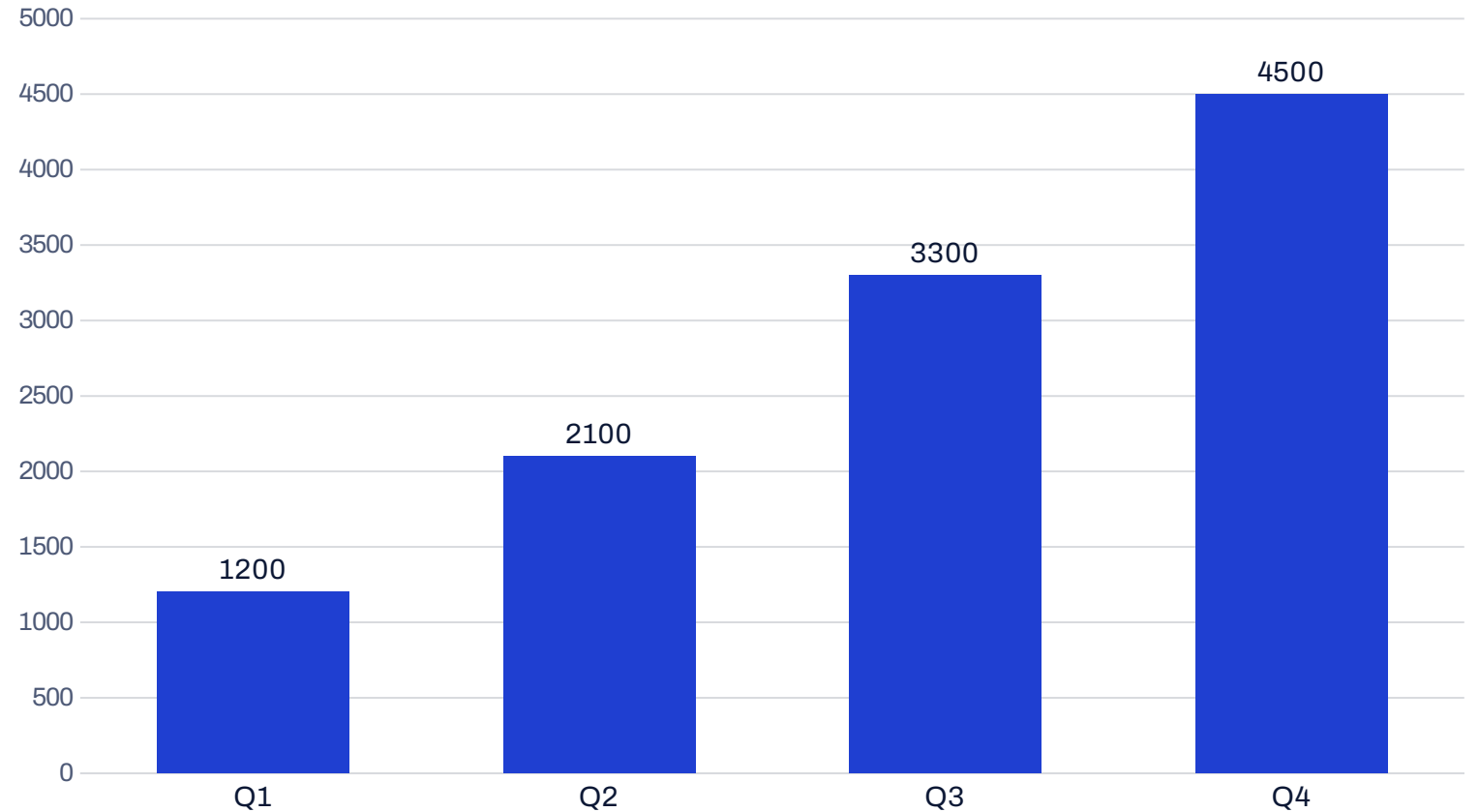
reach vs last year

2.5%

target conversion rate

₹180

target cost per acquisition



Sample data for illustration.

04

CHAI CRAFT — MARKETING PLAN

Strategy, channels and budget for FY 2026–27



WHERE WE ARE TODAY

42K

Instagram followers

18%

repeat purchase rate

3

cities served

Baseline figures are sample data.



SWOT ANALYSIS

S

Strengths

Loved, distinctive blends
Strong word of mouth

W

Weaknesses

Small marketing budget
Limited offline presence

O

Opportunities

Gifting season demand
Corporate hampers

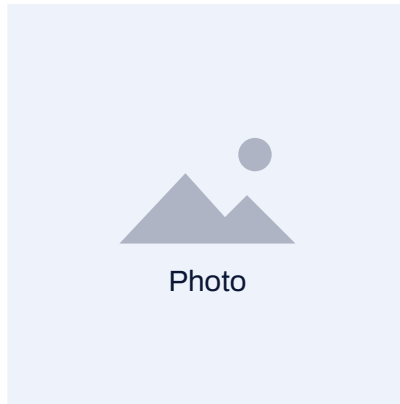
T

Threats

Big-brand discounts
Rising tea prices



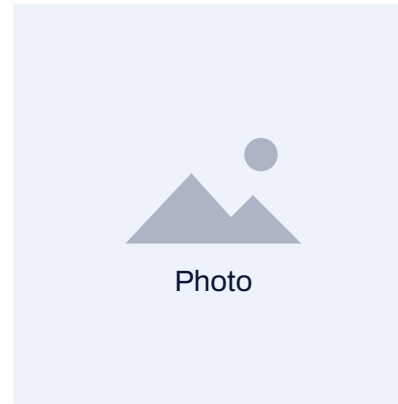
TARGET PERSONAS



Riya, 26

YOUNG PROFESSIONAL

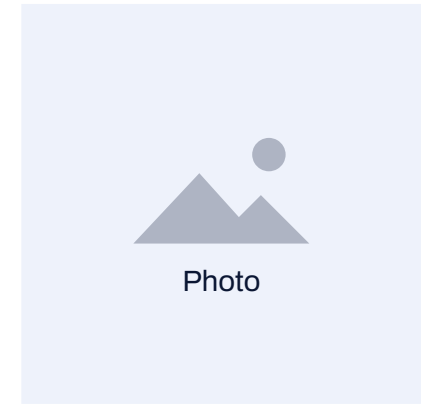
Wants a premium daily ritual at a fair price.



Vikram, 38

GIFT BUYER

Looks for elegant festive gifts that arrive on time.



Neha, 31

WELLNESS SEEKER

Prefers herbal, low-sugar options.



MARKETING OBJECTIVES

01

Awareness

Triple reach in our three cities.

02

Conversion

Lift online conversion to 2.5%.

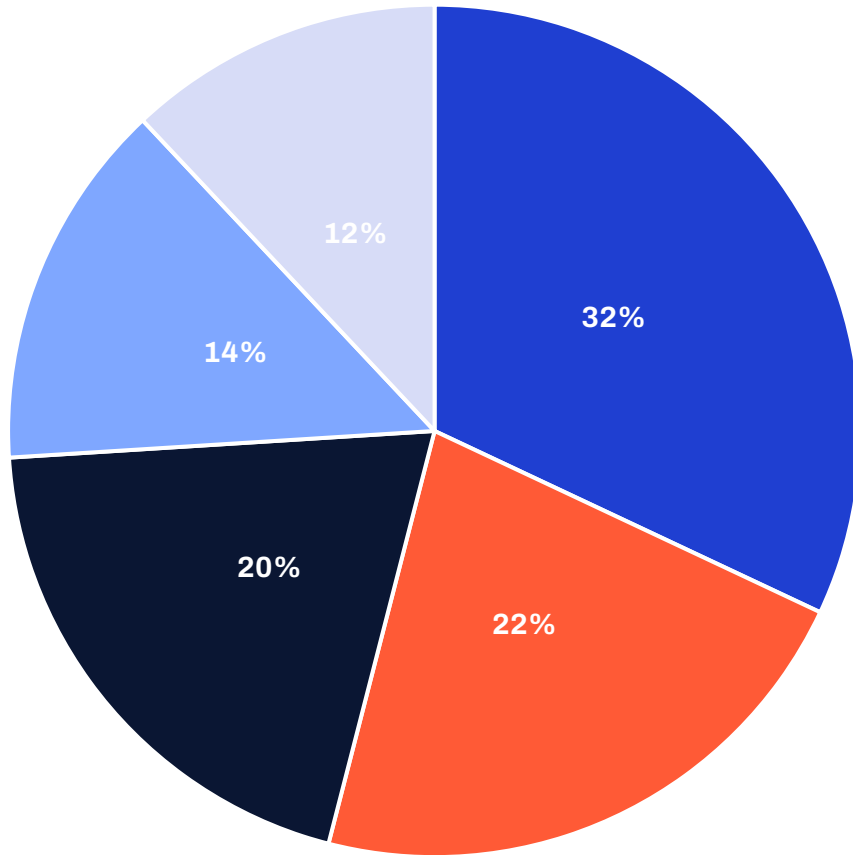
03

Loyalty

Grow repeat purchases to 25%.



CHANNEL MIX



Sample data for illustration.

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- 12%** Offline events



CAMPAIGN CALENDAR





CREATIVE DIRECTION



Image 1

Hero visual

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One line, one image, big type



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Sample budget for illustration.



KPIS AND TARGETS

3x

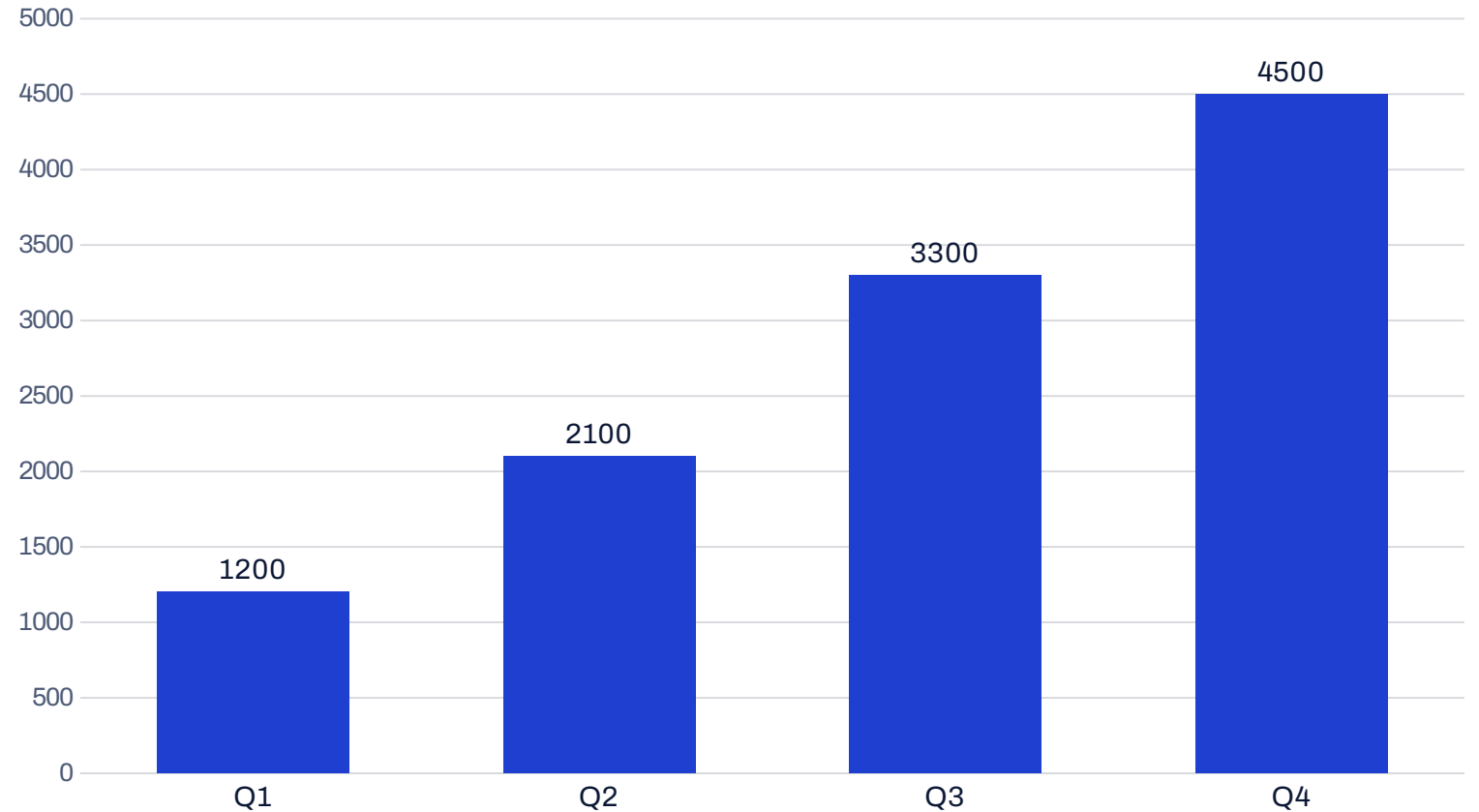
reach vs last year

2.5%

target conversion rate

₹180

target cost per acquisition



Sample data for illustration.

05

**URBAN THREADS —
MARKETING PLAN**

Strategy, channels and budget for FY 2026–27



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

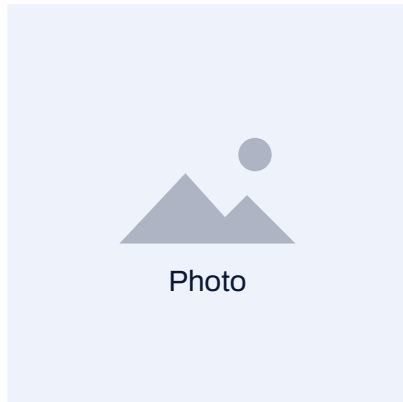
T

Threats

Fast-fashion giants
Rising cotton prices

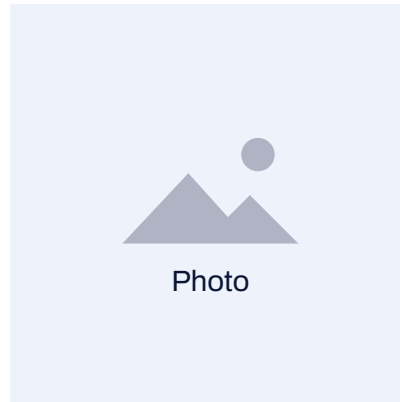


TARGET PERSONAS



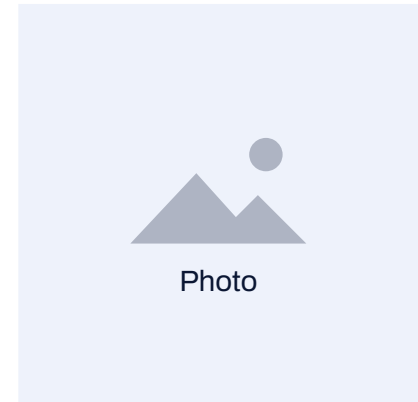
Ananya, 22
COLLEGE STUDENT

Wants trendy, affordable outfits.



Karan, 27
YOUNG PROFESSIONAL

Looks for smart casuals.



Megha, 34
GIFT BUYER

Buys festive gifts online.



MARKETING OBJECTIVES

01

Awareness

Double social reach.

02

Conversion

Lift conversion to 4%.

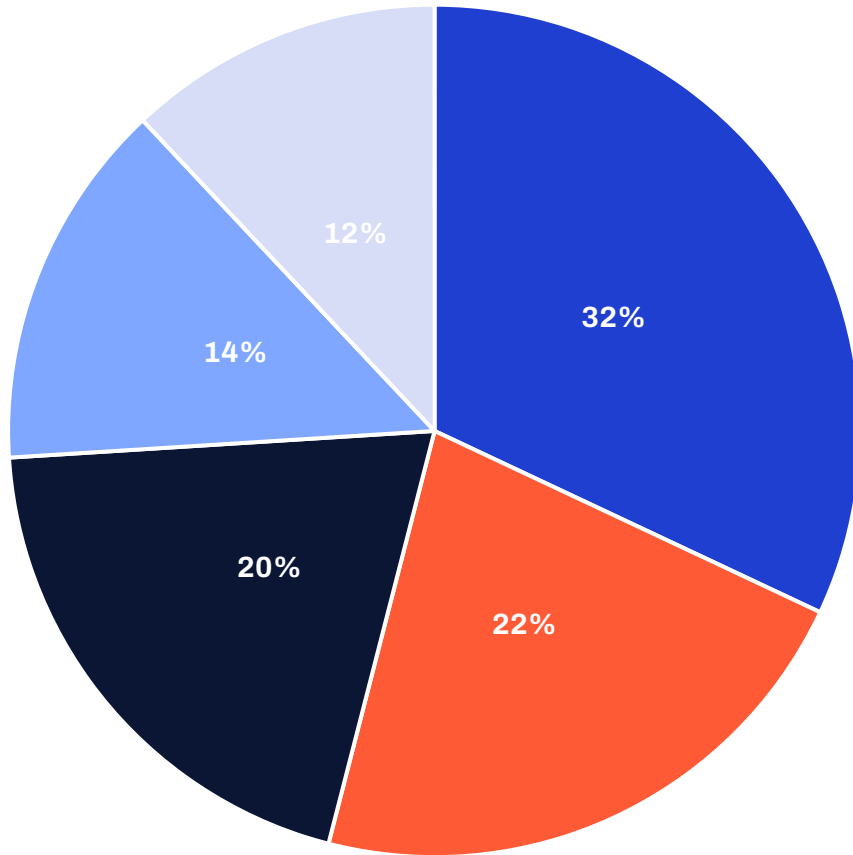
03

Retention

30% repeat buyers.



CHANNEL MIX

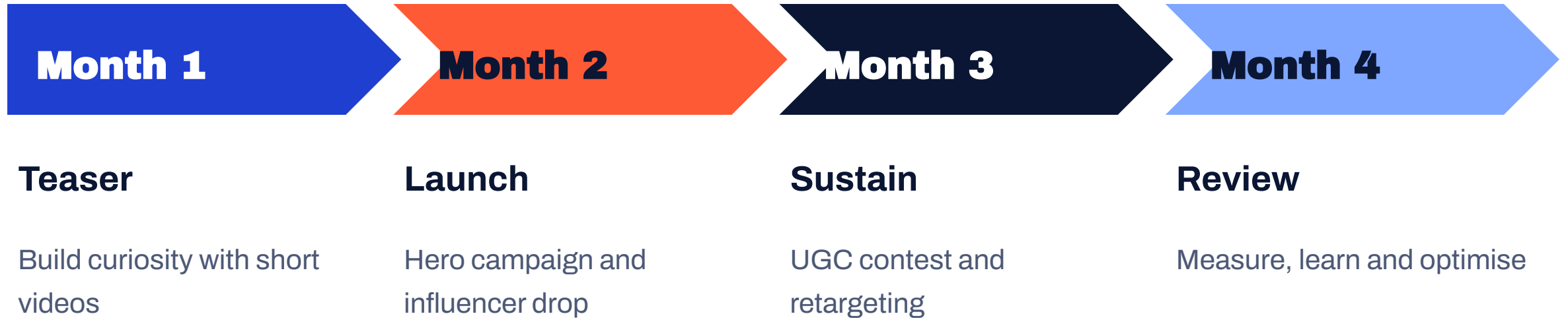


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CAMPAIGN CALENDAR





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Image 3

Outdoor

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Sample budget for illustration.



KPIS AND TARGETS

3x

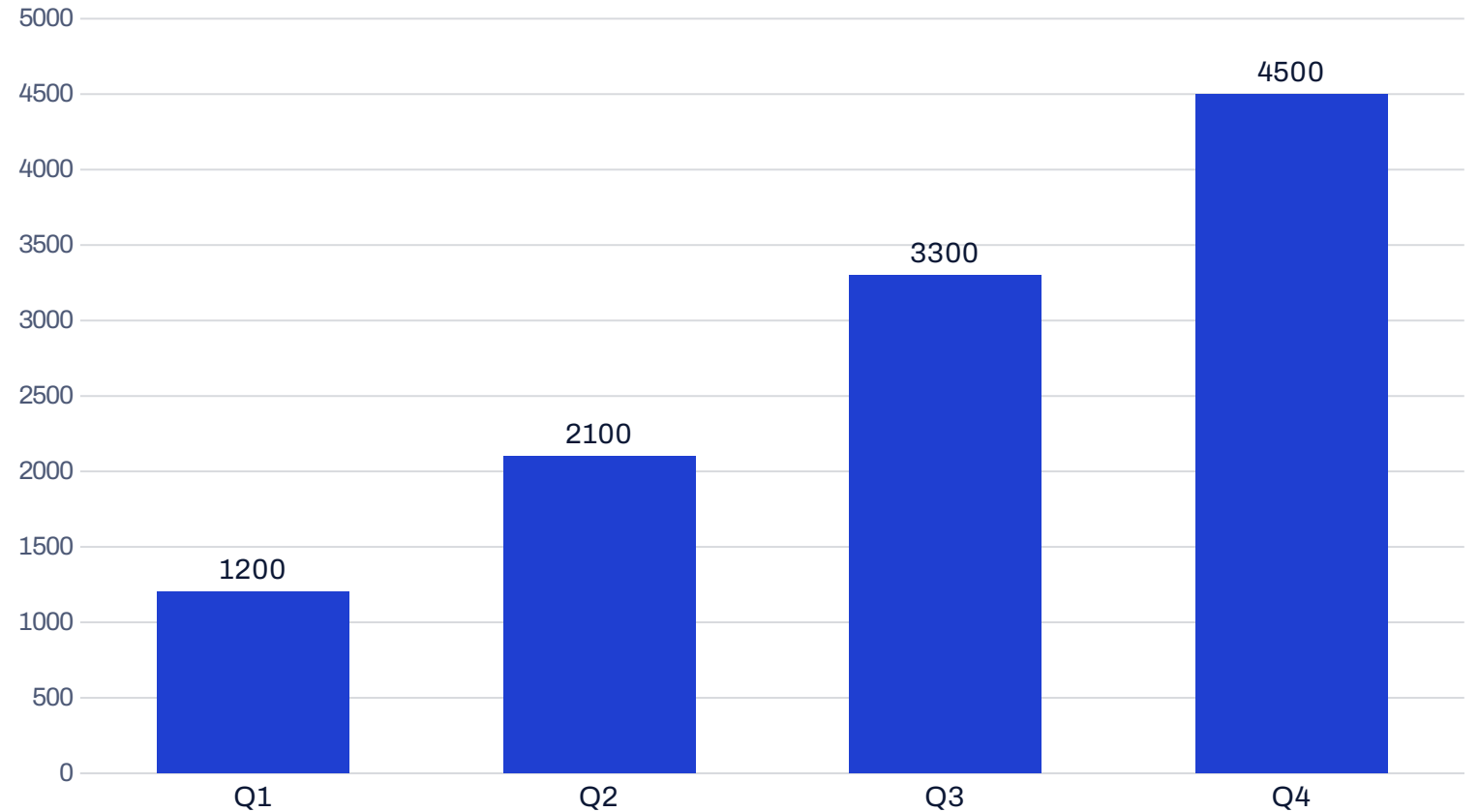
reach vs last year

2.5%

target conversion rate

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target cost per acquisition



Sample data for illustration.

THANK YOU

Questions and discussion.

Presenter Name

hello@yourdomain.in