

MARKETING PLAN TEMPLATE

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MARKETING PLAN

COMPANY NAME

Street Address
City, State and Zip

webaddress.com

VERSION 0.0.0

00/00/0000

PREPARED BY	TITLE	DATE

EMAIL	PHONE

APPROVED BY	TITLE	DATE

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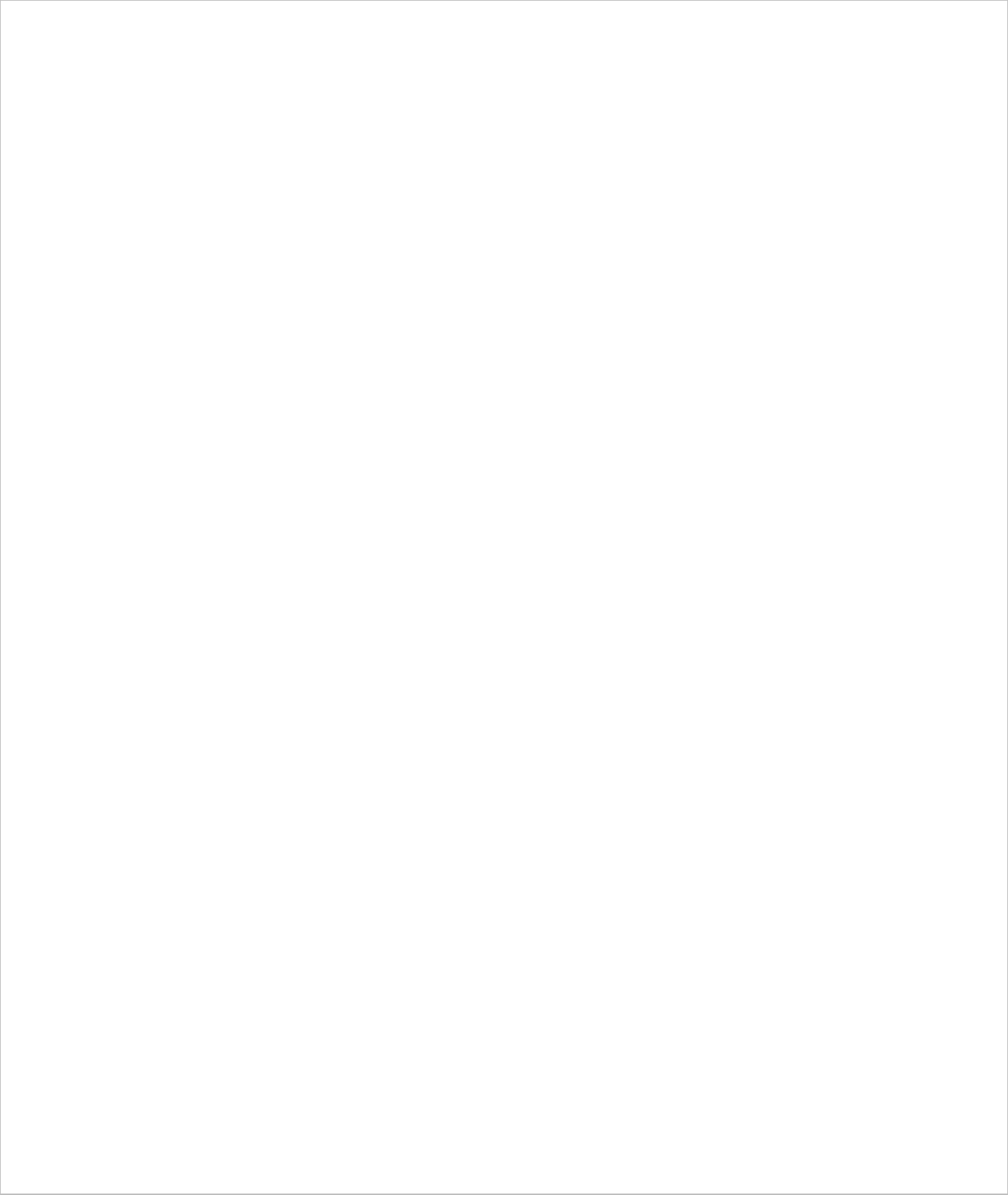
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1. EXECUTIVE SUMMARY



2. MISSION STATEMENT

3. VISION STATEMENT

4. SITUATIONAL ANALYSIS

4.1 5C ANALYSIS

4.1.1 COMPANY

4.1.2 COLLABORATORS

4.1.3 CUSTOMERS

4.1.4 COMPETITORS

4.1.5 CLIMATE

4.2 SWOT ANALYSIS

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)

5. CORE CAPABILITIES

CAPABILITY ONE

CAPABILITY TWO

CAPABILITY THREE

6. GOALS

6.1 BUSINESS GOALS

A large, empty rectangular box with a thin grey border, intended for the user to enter their business goals.


6.2 SALES GOALS

A large, empty rectangular box with a thin grey border, intended for the user to enter their sales goals.

6.3 FINANCIAL GOALS

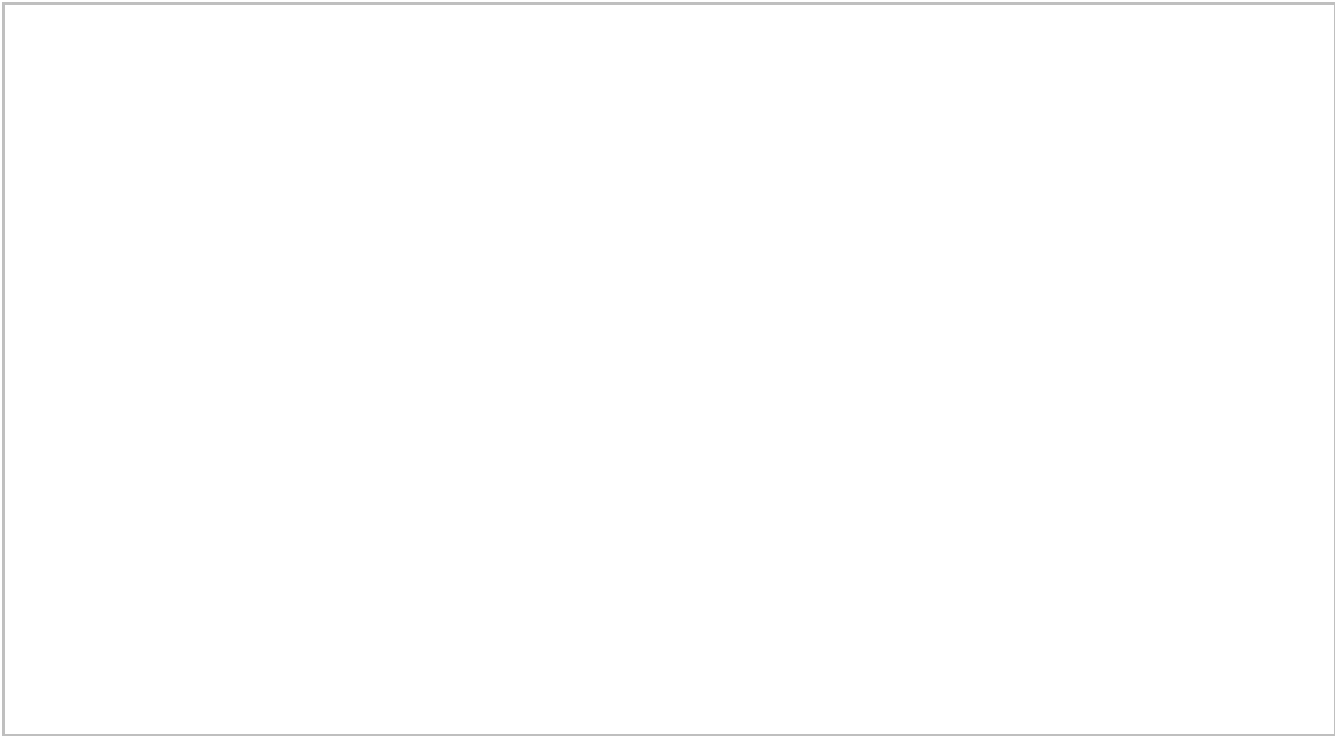
A large, empty rectangular box with a thin grey border, intended for the user to input their financial goals.

6.4 MARKETING GOALS

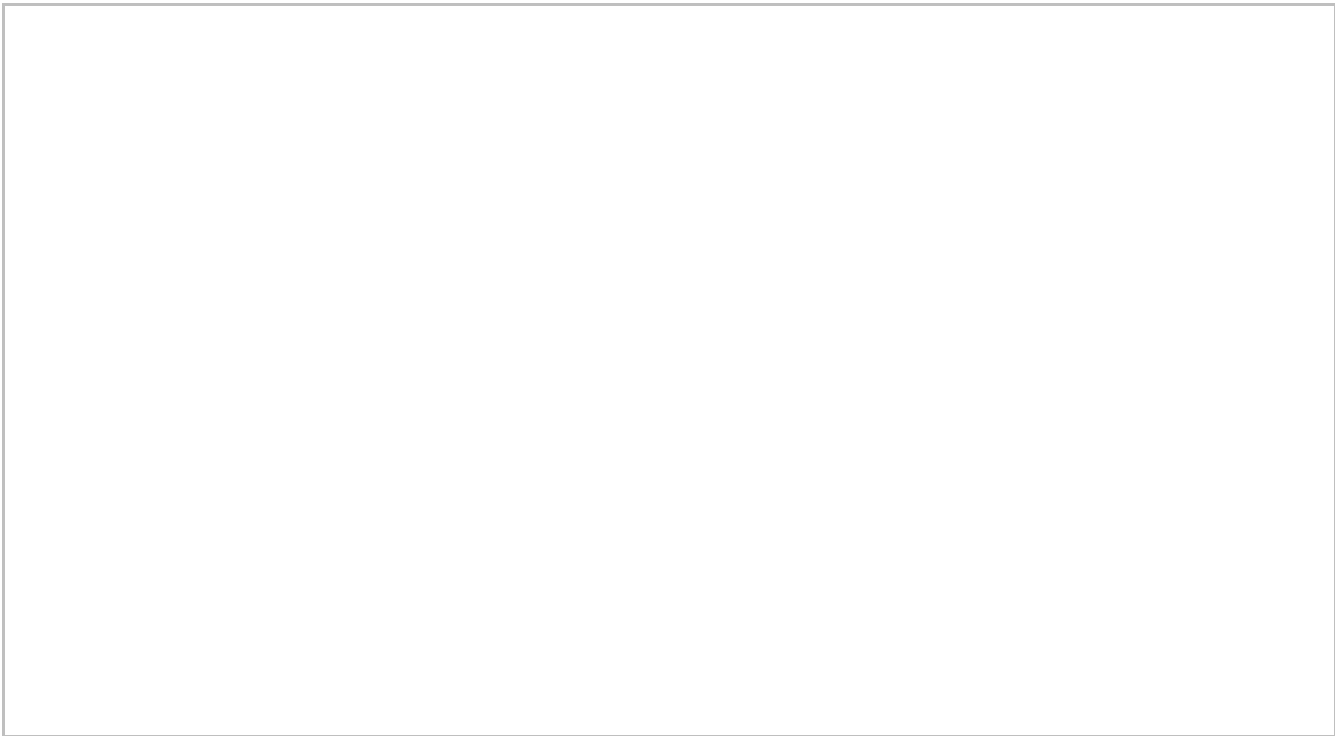
A large, empty rectangular box with a thin grey border, intended for the user to input their marketing goals.

7. TARGET MARKET

7.1 INFORMATION COLLECTION

A large, empty rectangular box with a thin grey border, intended for the user to provide information related to the '7.1 INFORMATION COLLECTION' section.

7.2 PAIN POINTS

A large, empty rectangular box with a thin grey border, intended for the user to describe pain points related to the '7.2 PAIN POINTS' section.

7.3 SOLUTIONS



7.4 BUYER PERSONA



8. MARKETING STRATEGY

8.1 BUYER'S BUYING CYCLE

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8.2 UNIQUE SELLING PROPOSITION (USP)

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8.3 BRANDING

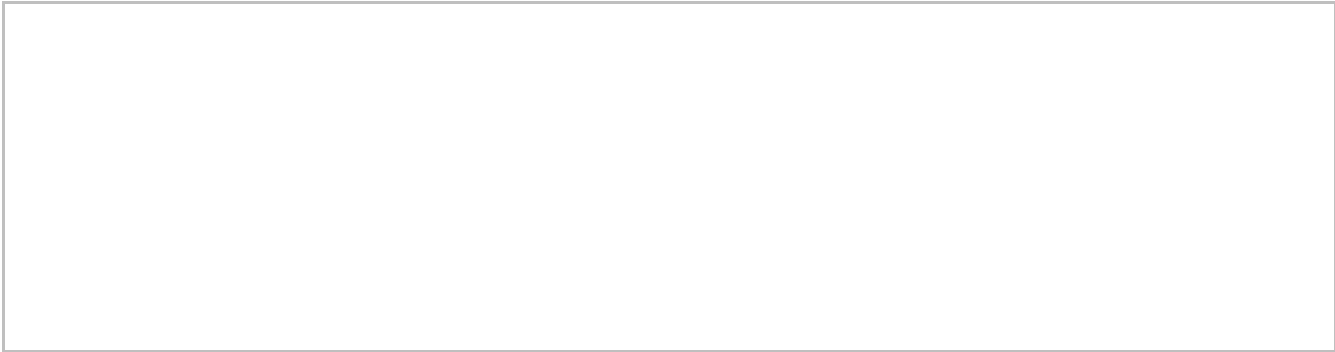


8.4 MARKETING MIX – 4Ps

8.4.1 PRODUCT



8.4.2 PRICE




8.4.3 PLACE

8.4.4 PROMOTION

8.5 MARKETING CHANNELS

8.6 BUDGET



9. PERFORMANCE STANDARDS & MEASUREMENT METHODS

9.1 STANDARDS OF PERFORMANCE

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9.2 BENCHMARKS

A large, empty rectangular box with a thin grey border, intended for the content of section 9.2.

9.3 MARKETING METRICS TO MEASURE SUCCESS

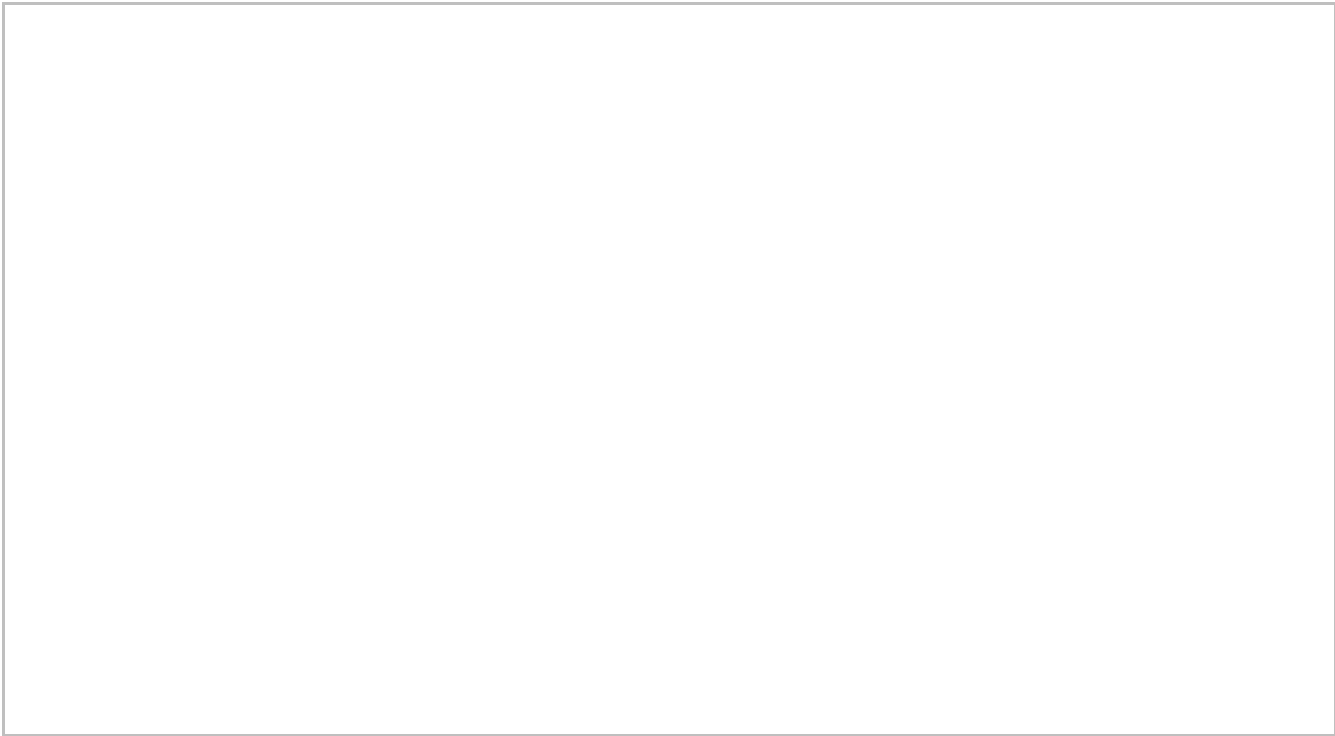


9.4 MEASUREMENT METHODS



10. FINANCIAL SUMMARY

10.1 FINANCIAL FORECASTS



10.2 BREAK-EVEN ANALYSIS



10.3 FINANCIAL STATEMENTS

10.3.1 INCOME STATEMENT

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10.3.2 CASH-FLOW PROJECTION

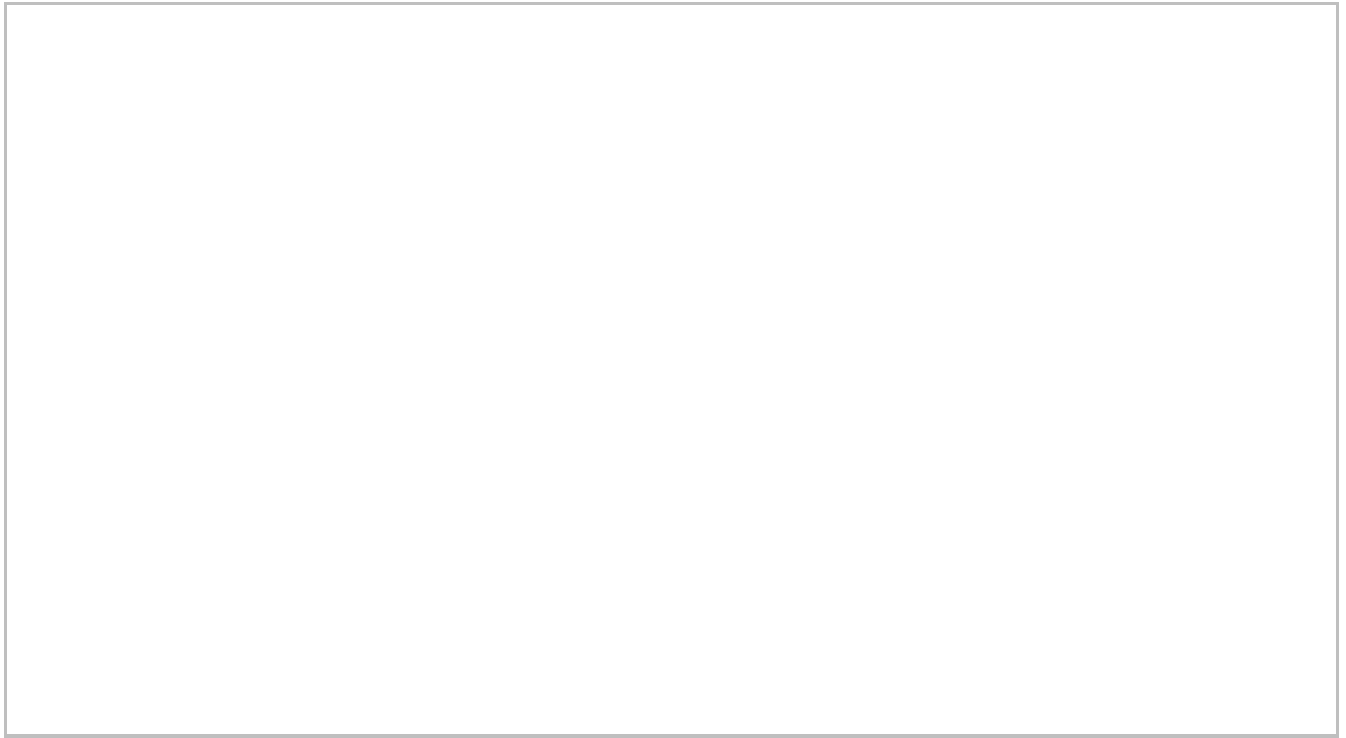
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10.3.3 BALANCE SHEET

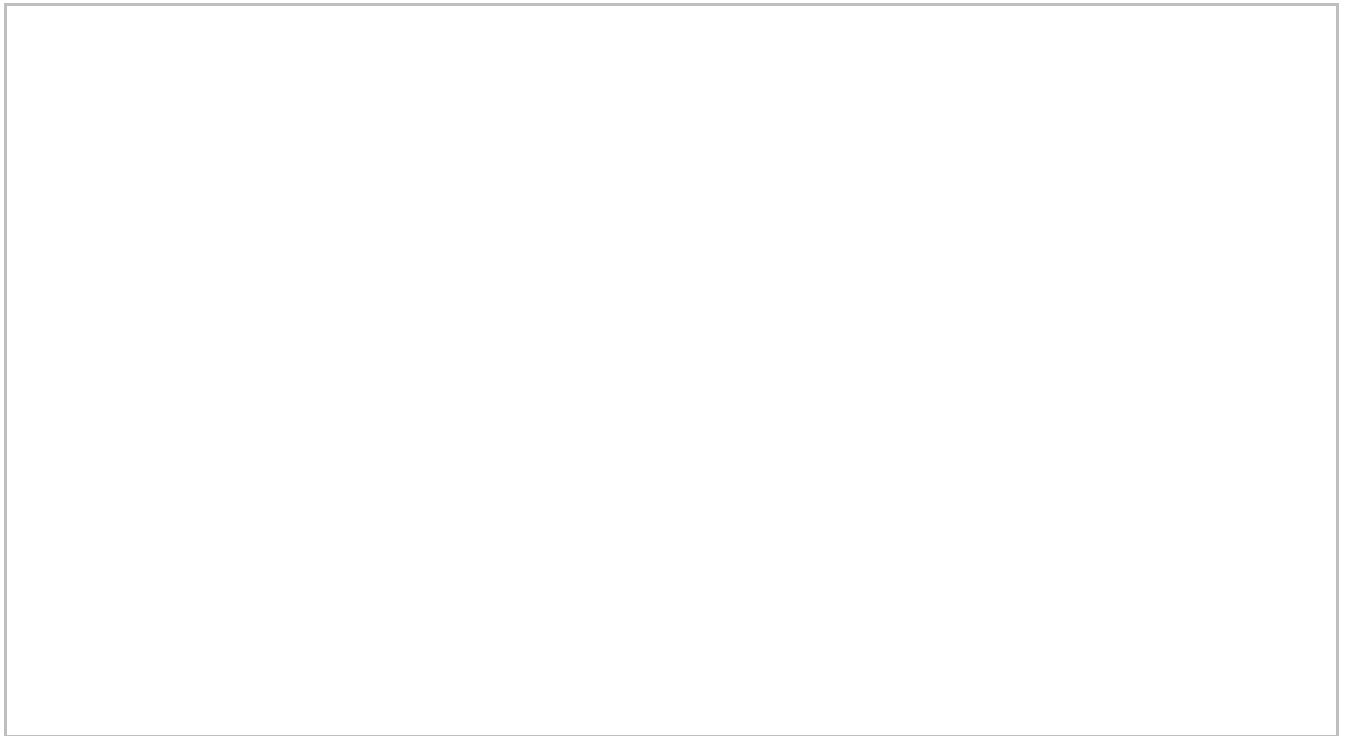
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11. APPENDIX

11.1 RESEARCH RESULTS



11.2 PRODUCT SPECIFICATIONS AND IMAGES



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