

Marketing Plan Template

Use this template to summarize the activities you completed in your workbook and create a high level Marketing Plan.

Executive Summary

Summarize your marketing plan here at a high level

Company Overview

Target Market

Summarize your target market in a couple sentences.

Products & Services

What are your main products and/or services

Unique Value Proposition

What unique value do you offer vs your competition

Mission Statement

Why are you in business? What is your overall mission?

Summary Market Analysis - SWOT

Strengths	Weaknesses
Opportunities	Threats

Marketing Goals

Short Term Goals	Measures
<i>What are your 3 biggest short term goals (1 year out)</i>	<i>How will you measure the success of this goal?</i>
Long Term Goals	
<i>What are your 3 biggest long term marketing goals (up to 3 years out)</i>	

Marketing Mix Overview

Product Tactics Summary

Price Tactics Summary

Place Tactics Summary

Promotion Tactics Summary

Key Marketing Initiatives

List below the main marketing initiatives you will implement this coming year.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____

Resources Needed

List below the resources you will need in order to implement your main marketing initiatives.

Initiative	Resources Needed

Marketing Budget

Attach the budget you created in your separate spreadsheet here.