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**MARKETING PLAN TEMPLATE**

MARKETING PLAN

COMPANY NAME

Street Address

City, State and Zip

webaddress.com

Version 0.0.0

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| PREPARED BY | TITLE | DATE |
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| EMAIL | | PHONE |
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| APPROVED BY | TITLE | DATE |
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# EXECUTIVE SUMMARY

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# MISSION STATEMENT

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# VISION STATEMENT

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# SITUATIONAL ANALYSIS

## 5C ANALYSIS

### COMPANY

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### COLLABORATORS

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### CUSTOMERS

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### COMPETITORS

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### CLIMATE

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## SWOT ANALYSIS

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

# CORE CAPABILITIES

CAPABILITY ONE

|  |
| --- |
|  |

CAPABILITY TWO

|  |
| --- |
|  |

CAPABILITY THREE

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# GOALS

## BUSINESS GOALS

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## SALES GOALS

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| --- |
|  |

## FINANCIAL GOALS

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## MARKETING GOALS

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# TARGET MARKET

## INFORMATION COLLECTION

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## PAIN POINTS

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## SOLUTIONS

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## BUYER PERSONA

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# MARKETING STRATEGY

## BUYER’S BUYING CYCLE

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## UNIQUE SELLING PROPOSITION (USP)

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## BRANDING

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## MARKETING MIX – 4Ps

### PRODUCT

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### PRICE

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### PLACE

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### PROMOTION

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## MARKETING CHANNELS

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## BUDGET

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# PERFORMANCE STANDARDS & MEASUREMENT METHODS

## STANDARDS OF PERFORMANCE

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## BENCHMARKS

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## MARKETING METRICS TO MEASURE SUCCESS

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## MEASUREMENT METHODS

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# FINANCIAL SUMMARY

## FINANCIAL FORECASTS

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## BREAKEVEN ANALYSIS

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## FINANCIAL STATEMENTS

### INCOME STATEMENT

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### CASH FLOW PROJECTION

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### BALANCE SHEET

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# APPENDIX

## RESEARCH RESULTS

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## PRODUCT SPECIFICATIONS AND IMAGES

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