

MARKETING PLAN TEMPLATE



MARKETING PLAN

COMPANY NAME

Street Address
City, State and Zip

website.com

PREPARED BY	TITLE	DATE
EMAIL	PHONE	
APPROVED BY	TITLE	DATE

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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

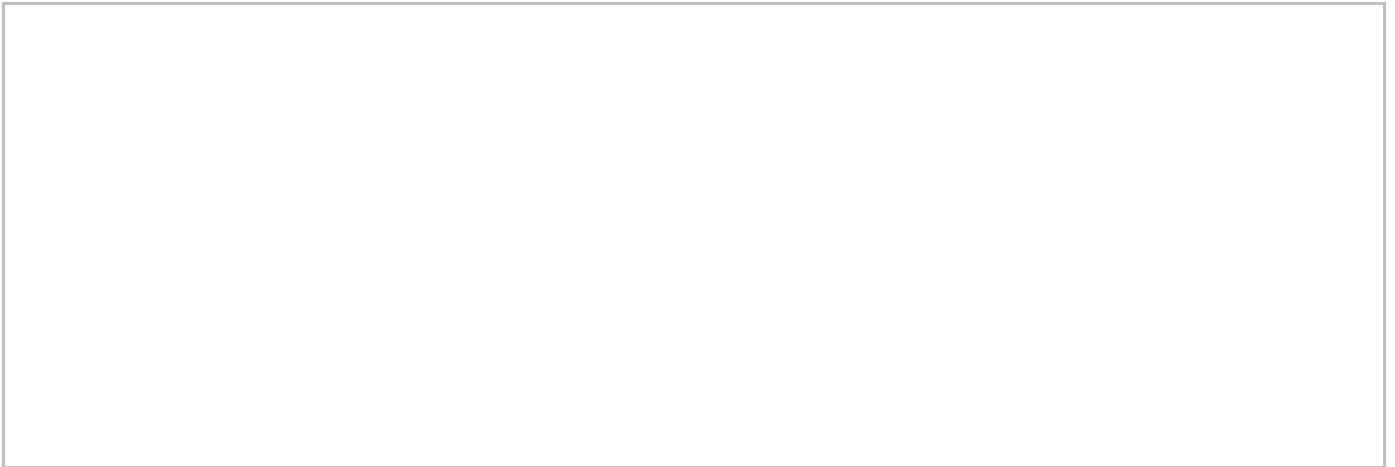
INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)

5. CORE CAPABILITIES

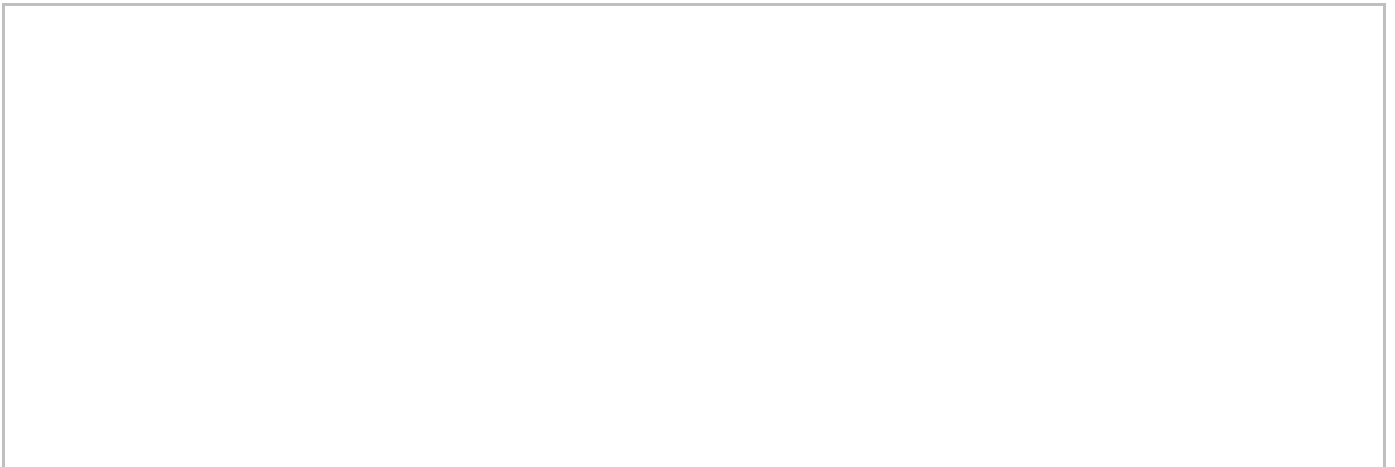
CAPABILITY ONE



CAPABILITY TWO



CAPABILITY THREE



6. GOALS

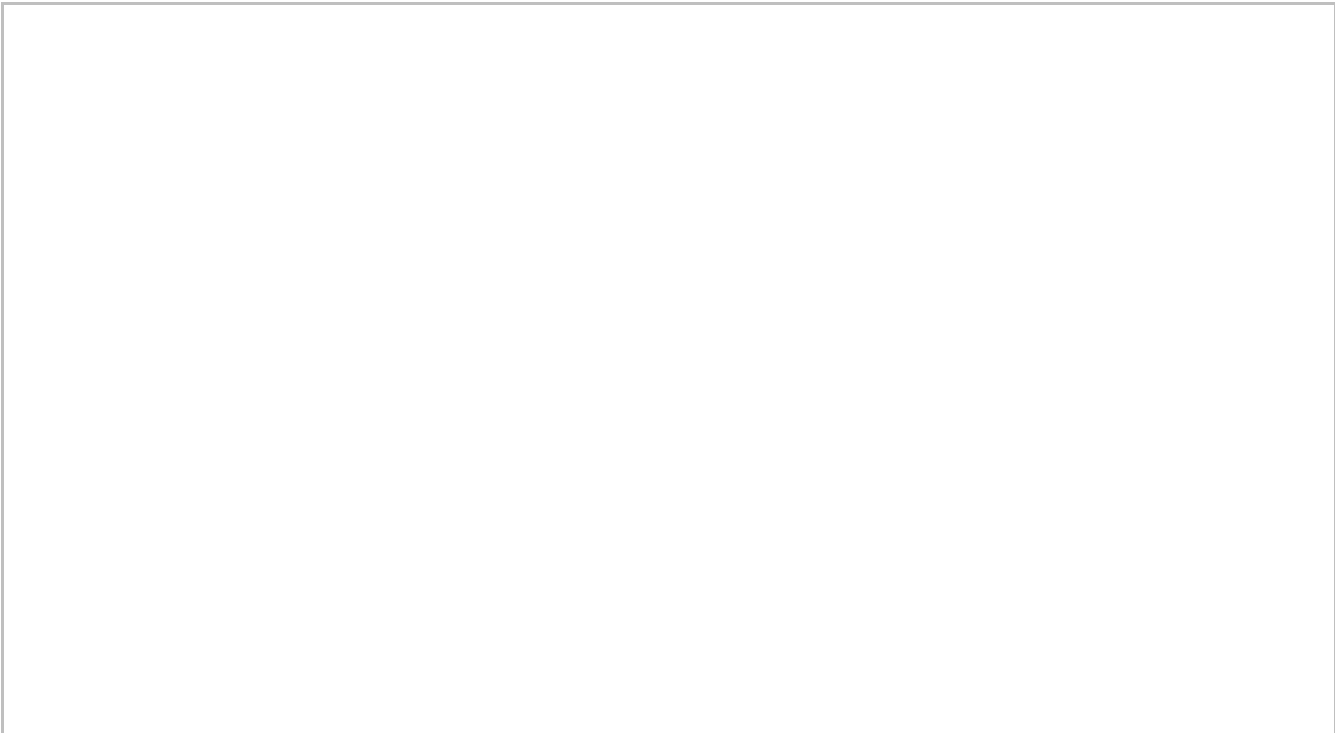
6.1 BUSINESS GOALS

6.2 SALES GOALS

6.3 FINANCIAL GOALS

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6.4 MARKETING GOALS

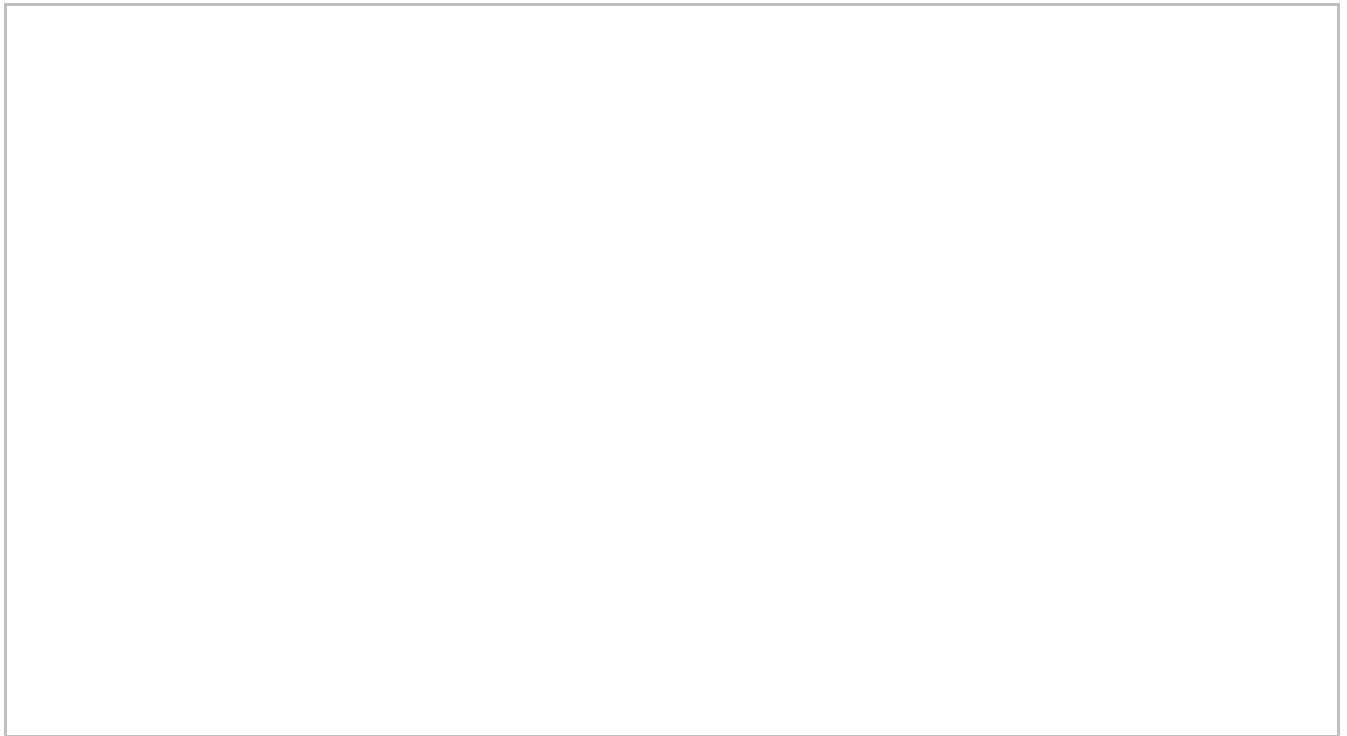
A large, empty rectangular box with a thin black border, intended for the user to enter their marketing goals.

7. TARGET MARKET

7.1 INFORMATION COLLECTION

A large, empty rectangular box with a thin grey border, intended for collecting information related to the target market.

7.2 PAIN POINTS

A large, empty rectangular box with a thin grey border, intended for identifying and describing pain points related to the target market.

7.3 SOLUTIONS



7.4 BUYER PERSONA



8. MARKETING STRATEGY

8.1 BUYER'S BUYING CYCLE



8.2 UNIQUE SELLING PROPOSITION (USP)




8.3 BRANDING



8.4 MARKETING MIX – 4Ps

8.4.1 PRODUCT



8.4.2 PRICE

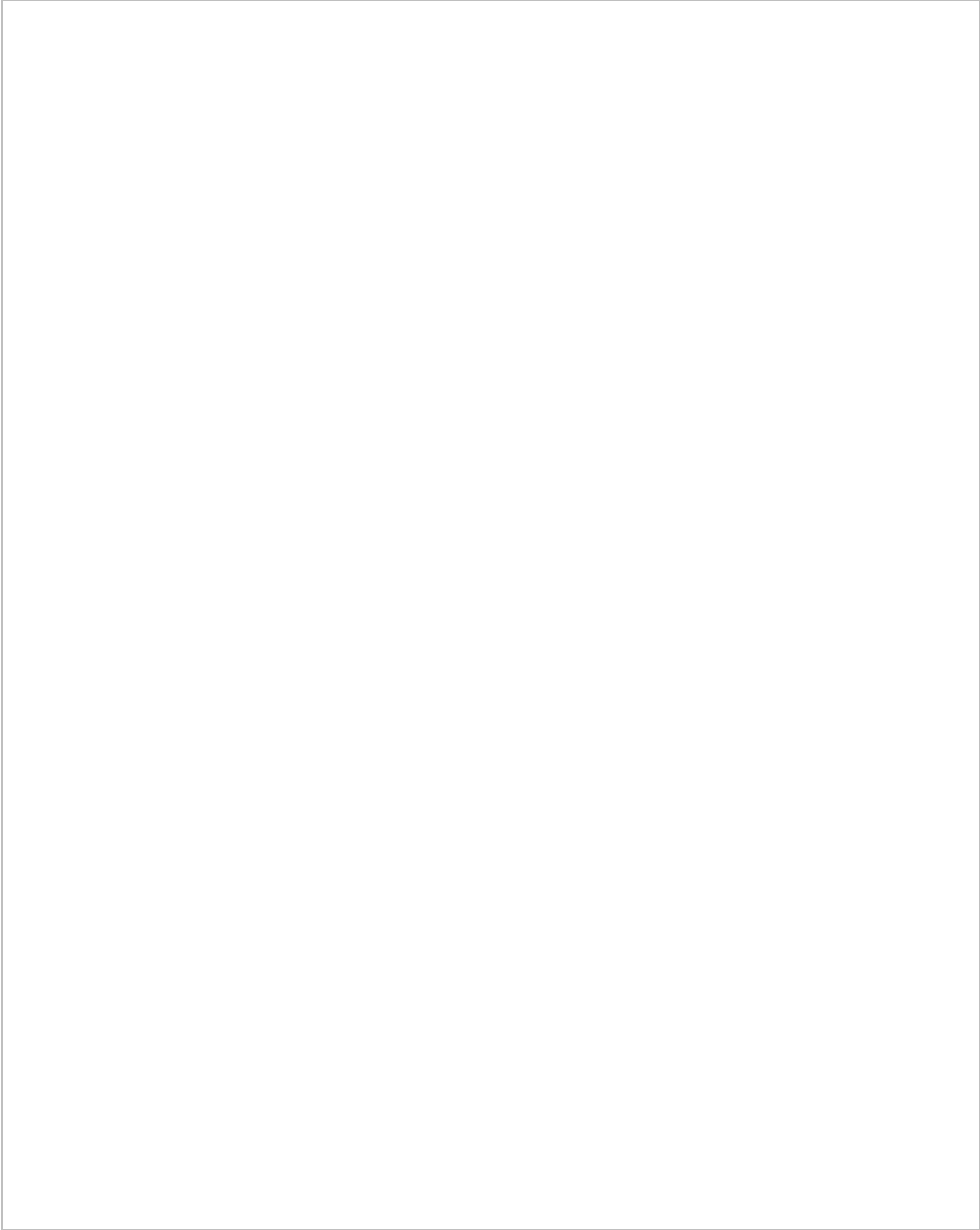


8.4.3 PLACE

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

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9.3 MARKETING METRICS TO MEASURE SUCCESS



9.4 MEASUREMENT METHODS



10. FINANCIAL SUMMARY

10.1 FINANCIAL FORECASTS

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10.2 BREAK-EVEN ANALYSIS

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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



