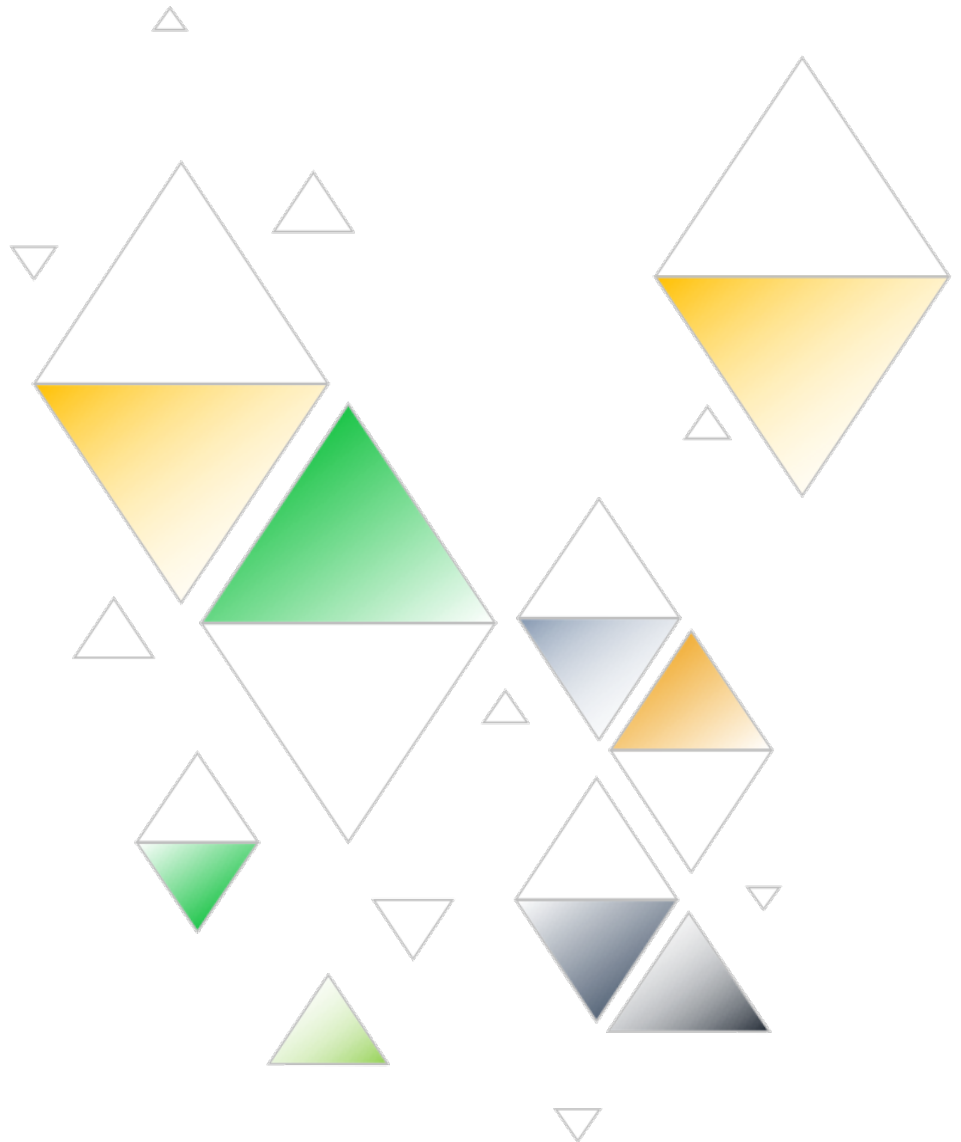


# GO-TO-MARKET MARKETING PLAN TEMPLATE

Try Smartsheet for FREE

# MARKETING PLAN



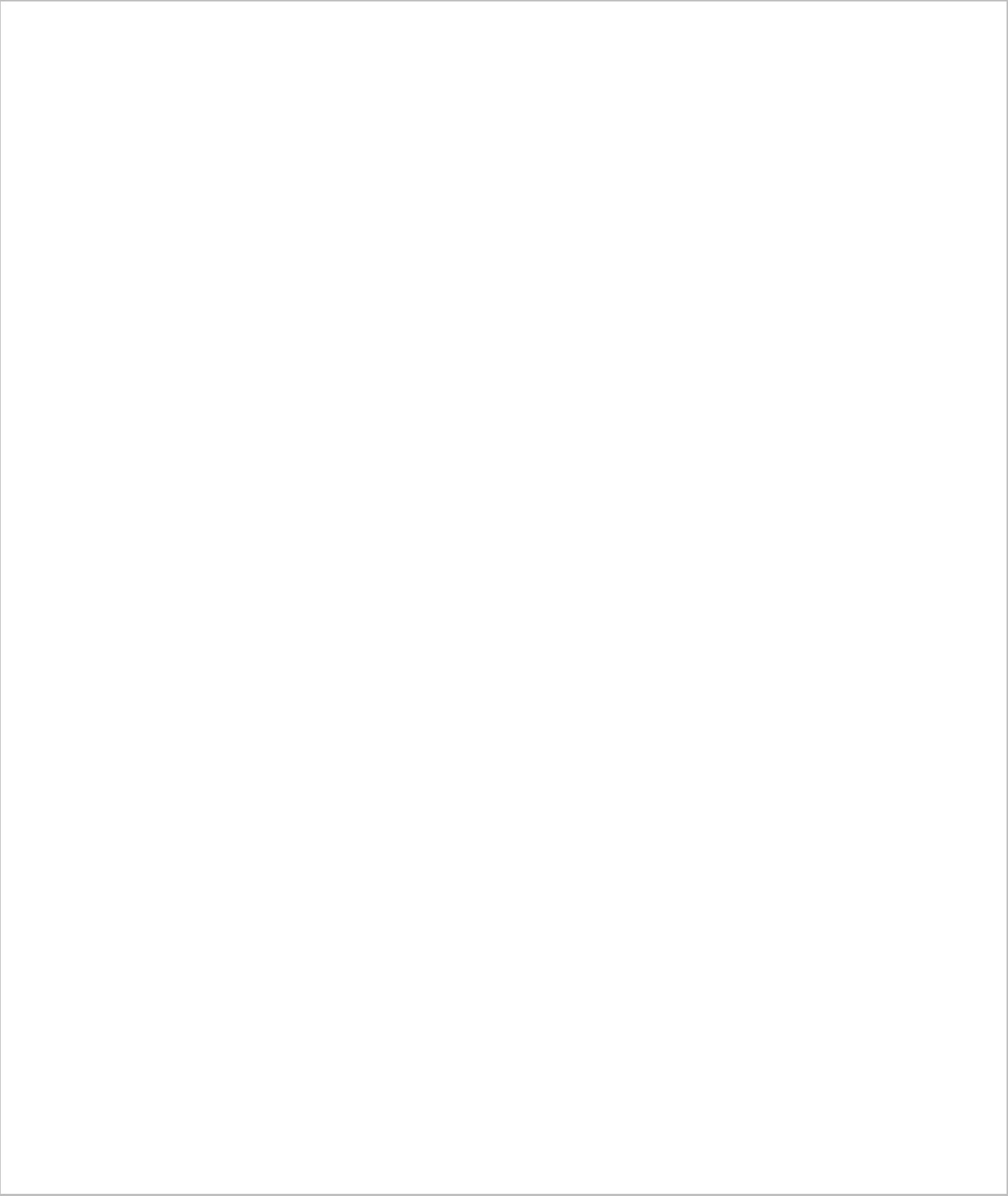
# MARKETING PLAN

PREPARED BY	TITLE	DATE
EMAIL	PHONE	
APPROVED BY	TITLE	DATE

## TABLE OF CONTENTS

1.	EXECUTIVE SUMMARY .....	3
2.	MISSION STATEMENT .....	4
3.	VISION STATEMENT .....	4
4.	SITUATIONAL ANALYSIS.....	5
4.1	5C ANALYSIS .....	5
4.1.1	COMPANY .....	5
4.1.2	COLLABORATORS.....	5
4.1.3	CUSTOMERS .....	5
4.1.4	COMPETITORS .....	5
4.1.5	CLIMATE .....	5
4.2	SWOT ANALYSIS .....	6
5.	CORE CAPABILITIES.....	7
6.	GOALS .....	8
6.1	BUSINESS GOALS .....	8
6.2	SALES GOALS.....	8
6.3	FINANCIAL GOALS .....	9
6.4	MARKETING GOALS .....	9
7.	TARGET MARKET.....	10
7.1	INFORMATION COLLECTION .....	10
7.2	PAIN POINTS.....	10
7.3	SOLUTIONS .....	11
7.4	BUYER PERSONA .....	11
8.	MARKETING STRATEGY .....	12
8.1	BUYER'S BUYING CYCLE.....	12
8.2	UNIQUE SELLING PROPOSITION (USP).....	12
8.3	BRANDING .....	13
8.4	MARKETING MIX – 4Ps .....	13
8.4.1	PRODUCT .....	13
8.4.2	PRICE .....	13
8.4.3	PLACE.....	14
8.4.4	PROMOTION .....	14
8.5	MARKETING CHANNELS.....	14
8.6	BUDGET .....	15
9.	PERFORMANCE STANDARDS & MEASUREMENT METHODS.....	16
9.1	STANDARDS OF PERFORMANCE.....	16
9.2	BENCHMARKS .....	16
9.3	MARKETING METRICS TO MEASURE SUCCESS.....	17
9.4	MEASUREMENT METHODS.....	17
10.	FINANCIAL SUMMARY .....	18
10.1	FINANCIAL FORECASTS.....	18
10.2	BREAK-EVEN ANALYSIS.....	18
10.3	FINANCIAL STATEMENTS.....	19
10.3.1	INCOME STATEMENT.....	19
10.3.2	CASH-FLOW PROJECTION .....	19
10.3.3	BALANCE SHEET .....	19
11.	APPENDIX .....	20
11.1	RESEARCH RESULTS.....	20
11.2	PRODUCT SPECIFICATIONS AND IMAGES.....	20

1. EXECUTIVE SUMMARY



2. MISSION STATEMENT

[Empty box for Mission Statement]

3. VISION STATEMENT

[Empty box for 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

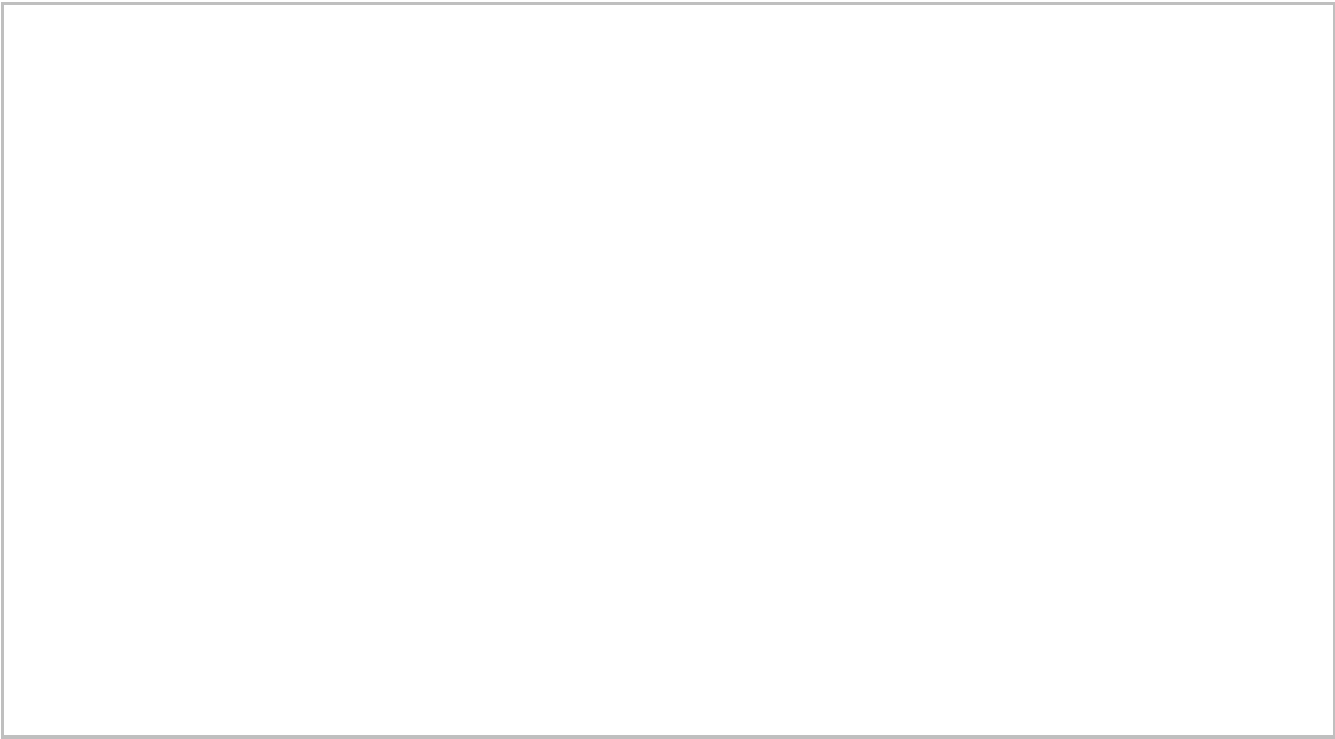
CAPABILITY TWO

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

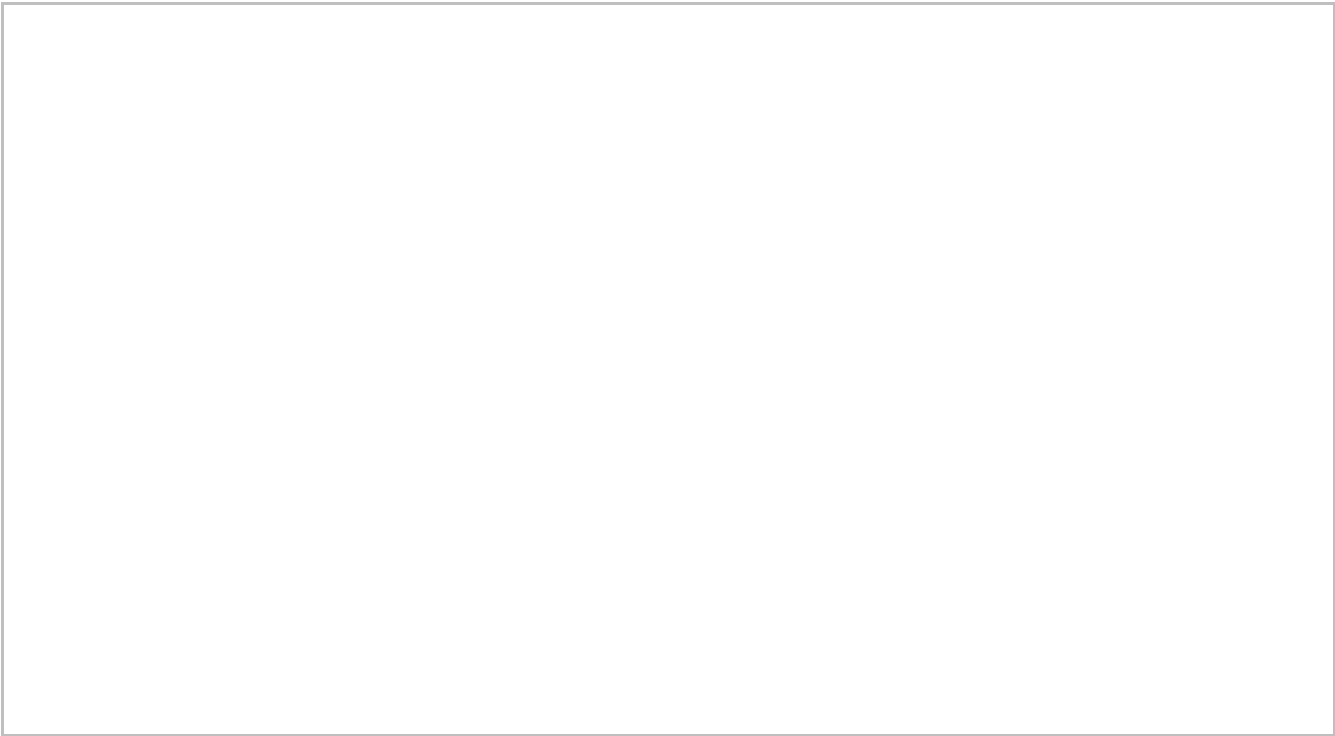
A large, empty rectangular box with a thin grey border, intended for the user to input their marketing goals.

7. TARGET MARKET

7.1 INFORMATION COLLECTION

A large, empty rectangular box with a thin grey border, intended for the collection of 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

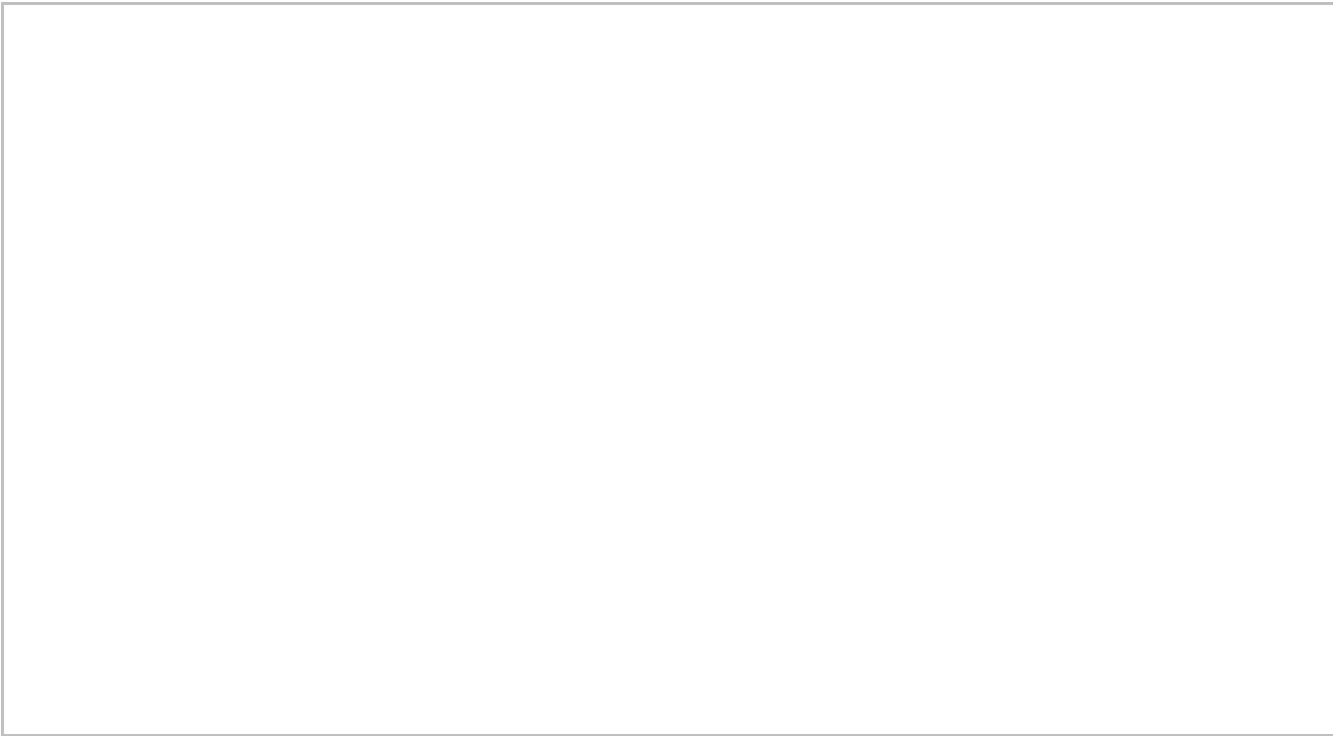


8. MARKETING STRATEGY

8.1 BUYER'S BUYING CYCLE

A large, empty rectangular box with a thin grey border, intended for the content of section 8.1.

8.2 UNIQUE SELLING PROPOSITION (USP)

A large, empty rectangular box with a thin grey border, intended for the content of section 8.2.

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

A large, empty rectangular box with a thin grey border, intended for the content of section 9.1.

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

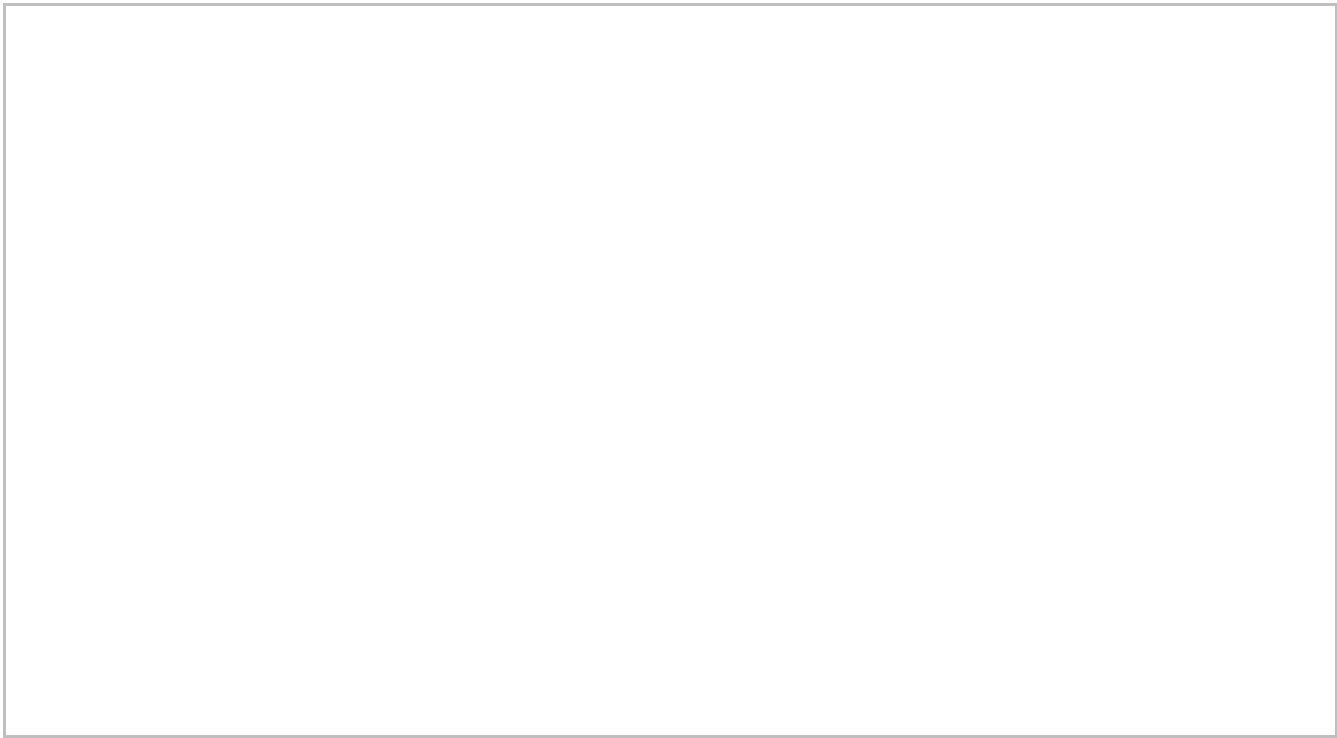


9.4 MEASUREMENT METHODS

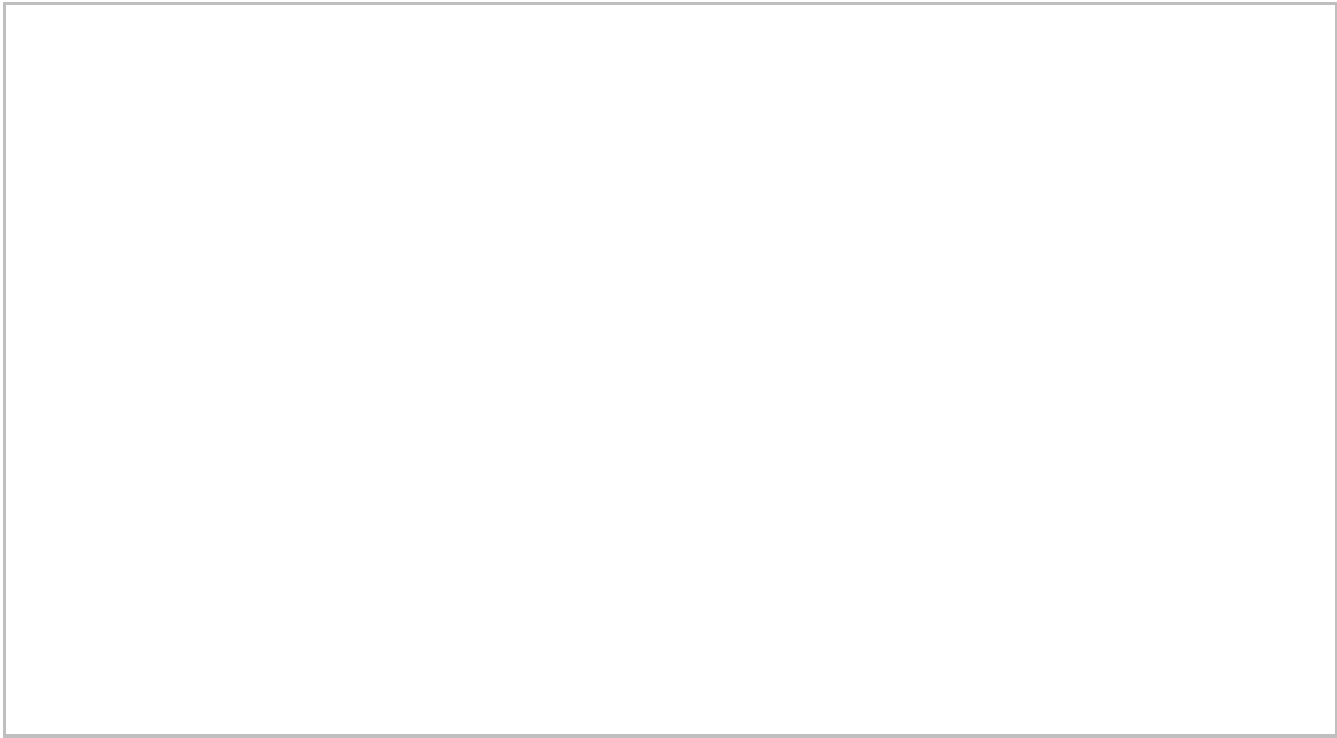


10. FINANCIAL SUMMARY

10.1 FINANCIAL FORECASTS



10.2 BREAK-EVEN ANALYSIS



10.3 FINANCIAL STATEMENTS

10.3.1 INCOME STATEMENT

--

10.3.2 CASH-FLOW PROJECTION

--

10.3.3 BALANCE SHEET

--

11. APPENDIX

11.1 RESEARCH RESULTS



11.2 PRODUCT SPECIFICATIONS AND IMAGES



**DISCLAIMER**

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.