**MARKETING ACTION
PLAN TEMPLATE**

|  |  |
| --- | --- |
| CATEGORY | DESCRIPTION |
| **MARKETING SUMMARY** |  |
| **MARKETING OBJECTIVES** |  |
| **THE PROBLEM** |  |
| **OUR SOLUTION** |  |
| **COMPETITIVE ADVANTAGE** |  |
| **TARGET MARKET** |  |
| **MARKETING STRATEGY & OBJECTIVES** |  |
| **FINANCIAL REQUIREMENTS** |   |

ACTION PLAN

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CATEGORY | ACTION | OWNER | DATE | COST |
| **PRODUCT** |  |  | MM/DD/YY | $ |
| **PRICE** |  |  | MM/DD/YY | $ |
| **PLACE** |  |  | MM/DD/YY | $ |
| **PROMOTION** |  |  | MM/DD/YY | $ |
| **MARKETING CHANNELS** |  |  | MM/DD/YY | $ |
| **PERFORMANCE STANDARDS** |  |  | MM/DD/YY | $ |
| **RESULTS MEASUREMENT METHODS**  |  |  | MM/DD/YY | $ |
| **OTHER** |  |   |  MM/DD/YY | $ |
| **OTHER** |  |   |  MM/DD/YY | $ |
| **OTHER** |  |   |  MM/DD/YY | $ |
| **REVIEW** |  |   |  MM/DD/YY | $ |

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