[](https://www.smartsheet.com/try-it?trp=11735&utm_source=integrated-content&utm_campaign=/content/microsoft-word-action-plan-templates&utm_medium=Marketing+Action+Plan+doc+11735&lpa=Marketing+Action+Plan+doc+11735)**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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