[](https://www.smartsheet.com/try-it?trp=11923&utm_source=template-word&utm_medium=content&utm_campaign=Basic+Marketing+Plan-word-11923&lpa=Basic+Marketing+Plan+word+11923)**BASIC MARKETING PLAN**

**TEMPLATE for Microsoft Word**

|  |  |
| --- | --- |
| CATEGORY | DESCRIPTION |
| MARKETING STRATEGY | Content … |
| MARKETING OBJECTIVES | Content … |
| COMPETITIVE ADVANTAGE | Content … |
| BUDGET | Content … |
| BUYER’S BUYING CYCLE | Content … |
| UNIQUE VALUE PROPOSITION | Content … |
| BRANDING | Content … |

**MARKETING MIX**

|  |  |  |
| --- | --- | --- |
| CATEGORY | DESCRIPTION | COST |
| PRODUCT | Content … | $0.00 |
| PRICE | Content … | $0.00 |
| PLACE | Content … | $0.00 |
| PROMOTION | Content … | $0.00 |

**MARKETING CHANNELS**

|  |  |  |
| --- | --- | --- |
| CATEGORY | DESCRIPTION | COST |
| SEARCH ENGINE OPTIMIZATION (SE0) | Content … | $0.00 |
| DIGITAL PARTNERSHIPS | Content … | $0.00 |
| SOCIAL MEDIA MARKETING | Content … | $0.00 |
| EMAIL MARKETING | Content … | $0.00 |
| OTHER | Content … | $0.00 |

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| --- |
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