**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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