****

**STRATEGIC MARKETING PLAN
TEMPLATE for Microsoft Word**

MARKETING PLAN

COMPANY NAME

Street Address

City, State and Zip

webaddress.com

Version 0.0.0

MM/DD/20XX

|  |  |  |
| --- | --- | --- |
| PREPARED BY | TITLE | DATE |
| Name | Title | MM/DD/YY |
| EMAIL | PHONE |
| Email address |  |
| APPROVED BY | TITLE | DATE |
| Name | Title | MM/DD/YY |

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# BUSINESS SUMMARY

## OUR COMPANY

|  |
| --- |
|  |

## MISSION STATEMENT

|  |
| --- |
|  |

## VISION STATEMENT

|  |
| --- |
|  |

# THE CHALLENGE

## PROBLEM

|  |
| --- |
|  |

## OPPORTUNITY

|  |
| --- |
|  |

# SITUATIONAL ANALYSIS

## 5C ANALYSIS

### *COMPANY*

|  |
| --- |
|  |

### *COLLABORATORS*

|  |
| --- |
|  |

### *CUSTOMERS*

|  |
| --- |
|  |

### *COMPETITORS*

|  |
| --- |
|  |

### *CLIMATE*

|  |
| --- |
|  |

## SWOT ANALYSIS

|  |
| --- |
| INTERNAL FACTORS |
| STRENGTHS (+) | WEAKNESSES (-) |
|  |  |
| EXTERNAL FACTORS |
| OPPORTUNITIES (+) | THREATS (-) |
|  |  |

# CORE CAPABILITIES

### CAPABILITY ONE

|  |
| --- |
|  |

### CAPABILITY TWO

|  |
| --- |
|  |

### CAPABILITY THREE

|  |
| --- |
|  |

# MARKETING CAPABILITIES

## CAPABILITY ONE

|  |
| --- |
|  |

## CAPABILITY TWO

|  |
| --- |
|  |

## CAPABILITY THREE

|  |
| --- |
|  |

# GOALS

## BUSINESS GOALS

|  |
| --- |
|  |

## SALES GOALS

|  |
| --- |
|  |

## FINANCIAL GOALS

|  |
| --- |
|  |

## COMMUNICATION GOALS

|  |
| --- |
|  |

# TARGET MARKET

## INFORMATION COLLECTION

|  |
| --- |
|  |

## PAIN POINTS

|  |
| --- |
|  |

## SOLUTIONS

|  |
| --- |
|  |

## BUYER PERSONA

|  |
| --- |
|  |

# MARKETING STRATEGY

## BUYER’S BUYING CYCLE

|  |
| --- |
|  |

## UNIQUE SELLING PROPOSITION (USP)

|  |
| --- |
|  |

## MARKETING MIX – 4Ps

### *PRODUCT*

|  |
| --- |
|  |

### *PRICE*

|  |
| --- |
|  |

### *PLACE*

|  |
| --- |
|  |

### *PROMOTION*

|  |
| --- |
|  |

## MARKETING CHANNELS

|  |
| --- |
|  |

## BUDGET

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| --- |
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# PERFORMANCE STANDARDS & MEASUREMENT METHODS

## STANDARDS OF PERFORMANCE

|  |
| --- |
|  |

## BENCHMARKS

|  |
| --- |
|  |

## MARKETING METRICS TO MEASURE SUCCESS

|  |
| --- |
|  |

## MEASUREMENT METHODS

|  |
| --- |
|  |

# FINANCIAL SUMMARY

## FINANCIAL FORECASTS

|  |
| --- |
|  |

## BREAK-EVEN ANALYSIS

|  |
| --- |
|  |

## FINANCIAL STATEMENTS

### *INCOME STATEMENT*

|  |
| --- |
|  |

### *CASH-FLOW PROJECTION*

|  |
| --- |
|  |

### *BALANCE SHEET*

|  |
| --- |
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# APPENDIX

## RESEARCH RESULTS

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| --- |
|  |

## PRODUCT SPECIFICATIONS AND IMAGES

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| --- |
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| --- |
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