# **Marketing Plan**



A well-planned and executed marketing plan gives businesses a competitive advantage over market competitors. Fill out the following sections to create your marketing plan:

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| MARKETING PLAN |
| **Marketing Objectives** | * What is your marketing plan seeking to accomplish?
* What strategies and actions are required to support the objectives?
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| **Marketing Strategies** | * Target Market(s)
* Product positioning
* Pricing strategy
* Promotional strategy
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| **Marketing Schedule** | * Action Plan(s)
* Responsibility
* Time line
* Budget
* Measurement and Control
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