# **Marketing Plan**

A picture containing sky, person, water

Description automatically generated

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? |
| **Marketing Strategies** | * Target Market(s) * Product positioning * Pricing strategy * Promotional strategy |
| **Marketing Schedule** | * Action Plan(s) * Responsibility * Time line * Budget * Measurement and Control |