**[](https://www.smartsheet.com/try-it?trp=11992&utm_source=template-word&utm_medium=content&utm_campaign=Marketing+Plan-word-11992&lpa=Marketing+Plan+word+11992)MARKETING PLAN**

**TEMPLATE**

Company Name

MARKETING PLAN

Street Address

City, State and Zip

A green squares with different icons

Description automatically generated with medium confidencewebaddress.com

Version 0.0.0

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|  |  |  |
| --- | --- | --- |
| PREPARED BY | TITLE | DATE |
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| EMAIL | | PHONE |
|  | |  |
| APPROVED BY | TITLE | DATE |
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# EXECUTIVE SUMMARY

## Marketing Leaders

|  |
| --- |
|  |

## Marketing Plan Mission Statement

|  |
| --- |
|  |

## Target Audience

|  |  |  |  |
| --- | --- | --- | --- |
| GEOGRAPHICS | DEMOGRAPHICS | PSYCHOGRAPHICS | BEHAVIORS |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## SWOT Analysis

|  |
| --- |
|  |

## Market Analysis

|  |  |
| --- | --- |
| MARKET |  |
| MARKET SIZE |  |
| MARKET GROWTH RATE |  |
| MARKET SHARE |  |
| MARKET DEMAND |  |
| MARKET TREND |  |
| MARKET SEGMENTS |  |
| COMPETITOR ANALYSIS |  |

## Goals

|  |
| --- |
|  |

## Strategic Approaches

|  |
| --- |
|  |

## Budget

|  |
| --- |
| $ |

# TARGET MARKET

## Information Collection

|  |  |  |  |
| --- | --- | --- | --- |
| GEOGRAPHICS | DEMOGRAPHICS | PSYCHOGRAPHICS | BEHAVIORS |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Pain Points and Solutions

|  |  |
| --- | --- |
| PAIN POINT | SOLUTION |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## 

## A person with curly hair Description automatically generated with low confidenceBuyer Persona

BACKGROUND

Enter text

|  |  |  |
| --- | --- | --- |
| Demographics | Age |  |
| Gender |  |
| Location |  |
| Occupation |  |
| Income |  |
| Psychographics |  | |
| Challenges and Pain Points |  | |
| Goals and Motivations |  | |
| Preferred Channels and Behaviors |  | |

# 

# SWOT ANALYSIS

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

# MARKET ANALYSIS

## Market Overview

|  |  |
| --- | --- |
| Market Size |  |
| Market Growth Rate |  |
| Market Share |  |
| Market Demand |  |
| Market Trends |  |

## Market Segments

|  |  |  |  |
| --- | --- | --- | --- |
| Segments | Demographics | Psychographics | Behaviors |
| Segment 1:  Eco-Conscious Families |  |  |  |
| Segment 2:  Health-Conscious Individuals |  |  |  |
| Segment 3:  Sustainable- Living Enthusiasts |  |  |  |

## Competitor Analysis

|  |  |  |  |
| --- | --- | --- | --- |
|  | **GreenClean** | **EcoFresh Organics** | **PureEarth Solutions** |
| COMPANY PROFILE |  |  |  |
| PRODUCT FOCUS |  |  |  |
| BRAND EMPHASIS |  |  |  |
| MARKET SHARE |  |  |  |
| DISTRIBUTION CHANNELS |  |  |  |
| TARGET DEMOGRAPHICS |  |  |  |
| COMPETITIVE ADVANTAGE |  |  |  |
| COMPETITION CHALLENGES |  |  |  |

# GOALS

|  |  |
| --- | --- |
| GOAL | Increase Brand Awareness |
| Objective |  |
| Key Results |  |

|  |  |
| --- | --- |
| GOAL | Expand Market Share |
| Objective |  |
| Key Results |  |

# STRATEGIES

|  |  |
| --- | --- |
| Increase Brand Awareness | |
| Content Marketing |  |
| Social Media Engagement |  |
| Partnerships and Collaborations |  |
| Community Engagement |  |

|  |  |
| --- | --- |
| Expand Market Share | |
| Product Expansion |  |
| Distribution Expansion |  |
| Price Positioning |  |
| Targeted Marketing Campaigns |  |
| Customer Loyalty Programs |  |

# MARKETING STRATEGY

## Buyer’s Buying Cycle

|  |  |
| --- | --- |
| 1.  Awareness Stage |  |
| 2.  Consideration Stage |  |
| 3.  Decision Stage |  |
| 4.  Post-Purchase Stage |  |

## Unique Selling Proposition (USP)

|  |
| --- |
|  |

## Branding

|  |  |
| --- | --- |
| Brand Identity |  |
| Brand Messaging |  |
| Packaging Design |  |
| Online Presence |  |
| Brand Experience |  |

## 

## Marketing Mix – 4Ps

|  |
| --- |
| PRODUCT |
|  |

|  |
| --- |
| PRICE |
|  |

|  |
| --- |
| PLACE |
|  |

|  |
| --- |
| PROMOTION |
|  |

## Marketing Channels

|  |  |  |
| --- | --- | --- |
| Channel 1:  Social Media Marketing | Platforms |  |
| Content |  |
| Channel 2:  Content Marketing | Blog |  |
| Educational Content |  |
| Channel 3:  Email Marketing | Newsletter |  |
| Channel 4:  In-Store Marketing | Point-of-Purchase Displays |  |
| Product Demonstrations |  |
| Channel 5:  Online Advertising | Google Ads |  |
| Social Media Ads |  |
| Channel 6:  Partnerships and Collaborations | Retail Partnerships |  |
| Eco-Friendly Brand Collaborations |  |

# BUDGET

|  |  |
| --- | --- |
| Marketing Efforts | Budget Allocation |
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|  |  |
| TOTAL | **$** |

# KEY PERFORMANCE INDICATORS

|  |  |  |
| --- | --- | --- |
|  | KPI | Success Determination |
|  |  |  |
|  |  |  |
|  |  |  |
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# PRODUCT SPECIFICATIONS AND IMAGES

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