

MARKETING PLAN

COMPANY NAME

Street Address
City, State and Zip

webaddress.com

VERSION 0.0.0

00/00/0000

PREPARED BY	TITLE	DATE
EMAIL	PHONE	
APPROVED BY	TITLE	DATE

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1. EXECUTIVE SUMMARY

2. MISSION STATEMENT

3. VISION STATEMENT

4. SITUATIONAL ANALYSIS

4.1 5C ANALYSIS

4.1.1 COMPANY

4.1.2 COLLABORATORS

4.1.3 CUSTOMERS

4.1.4 COMPETITORS

4.1.5 CLIMATE

4.2 SWOT ANALYSIS

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

5. CORE CAPABILITIES

CAPABILITY ONE

CAPABILITY TWO

CAPABILITY THREE

6. GOALS

6.1 BUSINESS GOALS

6.2 SALES GOALS

6.3 FINANCIAL GOALS

6.4 MARKETING GOALS

7. TARGET MARKET

7.1 INFORMATION COLLECTION

A large, empty rectangular box with a thin grey border, intended for information collection.

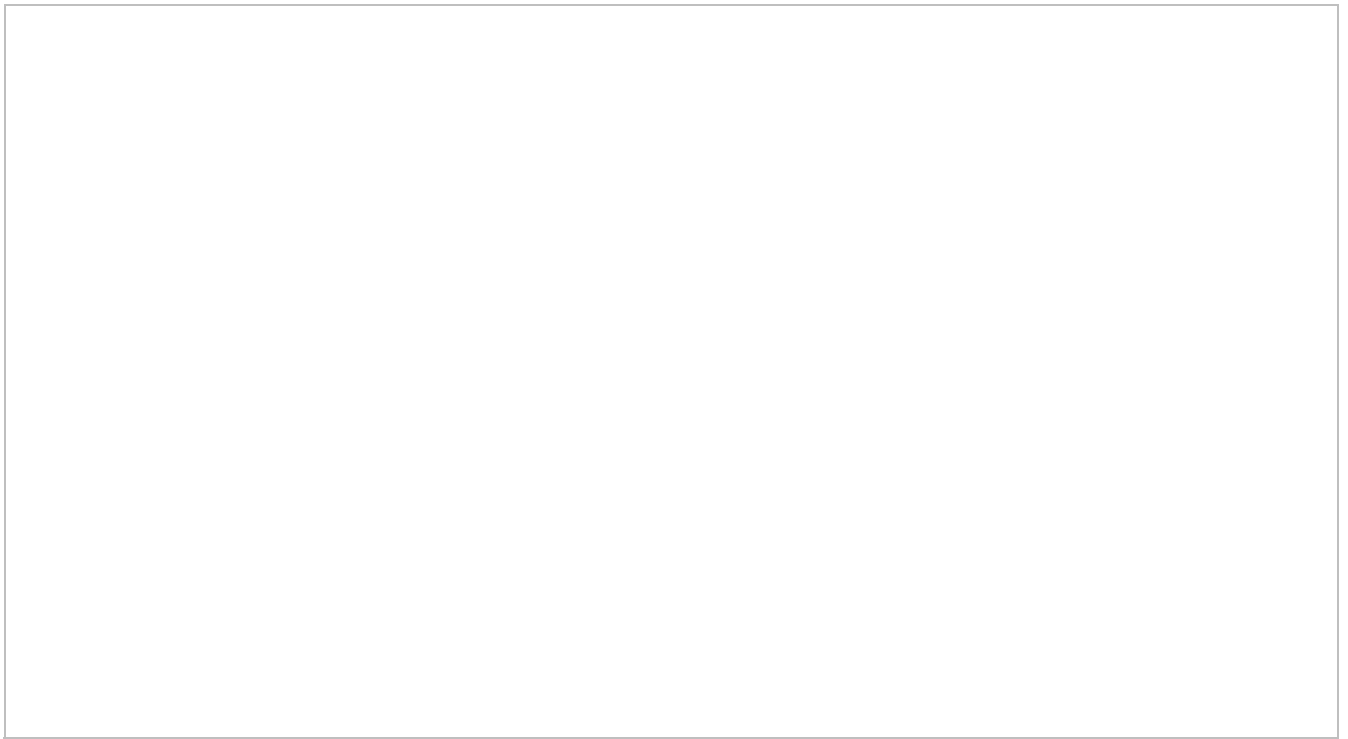
7.2 PAIN POINTS

A large, empty rectangular box with a thin grey border, intended for listing pain points.

7.3 SOLUTIONS



7.4 BUYER PERSONA



8. MARKETING STRATEGY

8.1 BUYER'S BUYING CYCLE

8.2 UNIQUE SELLING PROPOSITION (USP)

8.3 BRANDING

8.4 MARKETING MIX – 4Ps

8.4.1 PRODUCT

8.4.2 PRICE

8.4.3 PLACE

8.4.4 PROMOTION

8.5 MARKETING CHANNELS

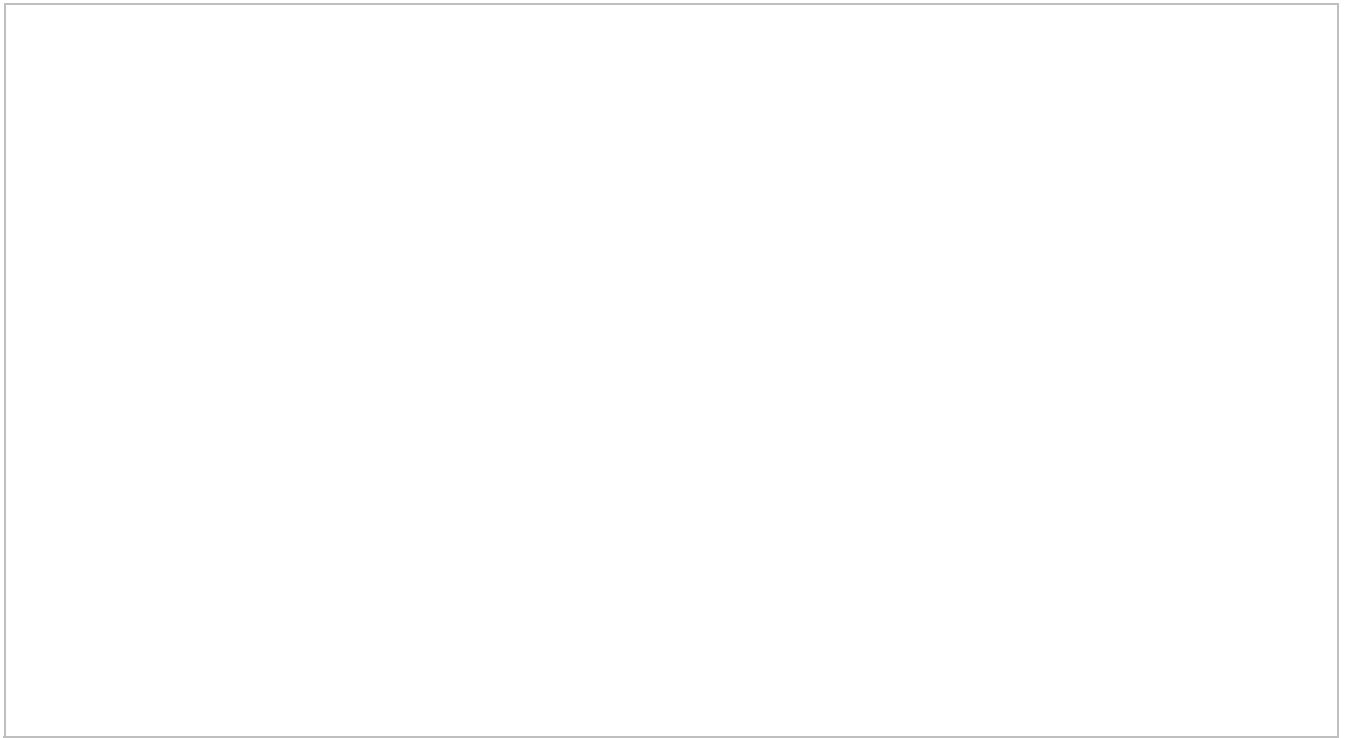
8.6 BUDGET

9. PERFORMANCE STANDARDS & MEASUREMENT METHODS

9.1 STANDARDS OF PERFORMANCE



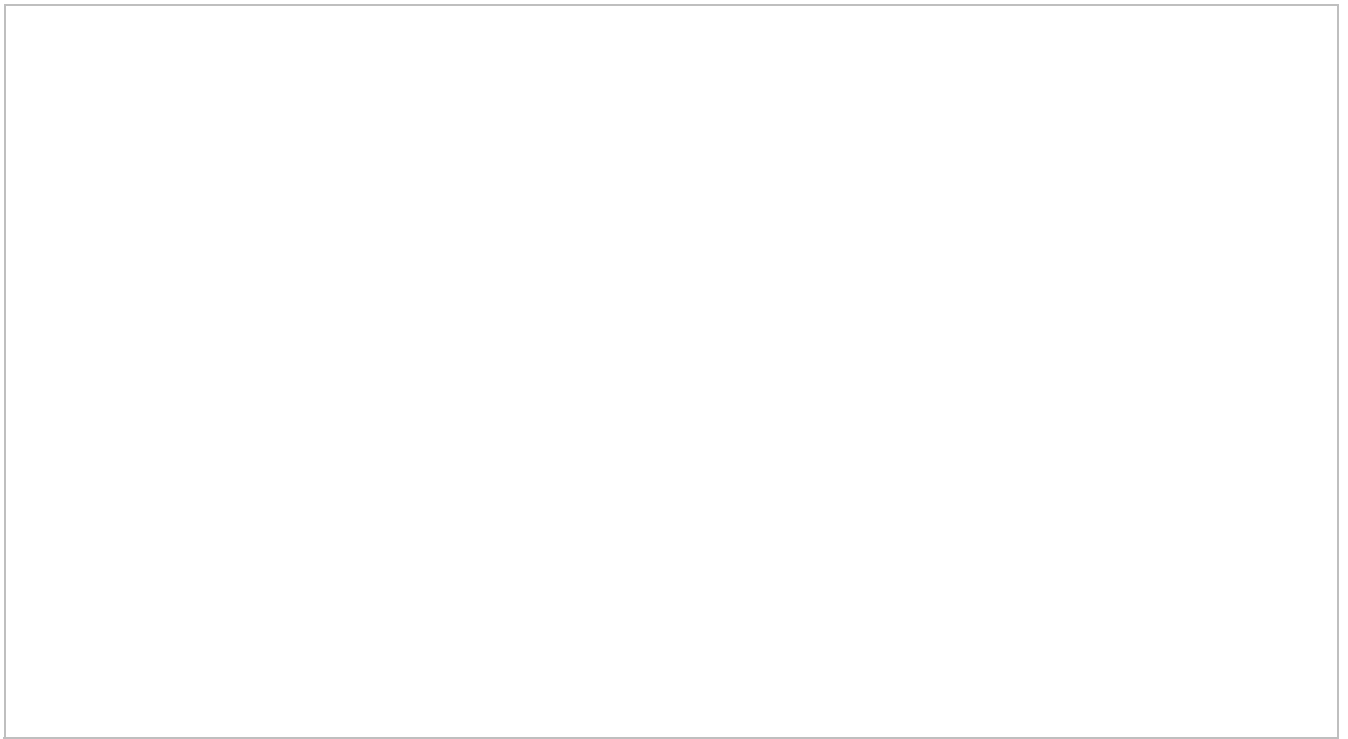
9.2 BENCHMARKS



9.3 MARKETING METRICS TO MEASURE SUCCESS



9.4 MEASUREMENT METHODS

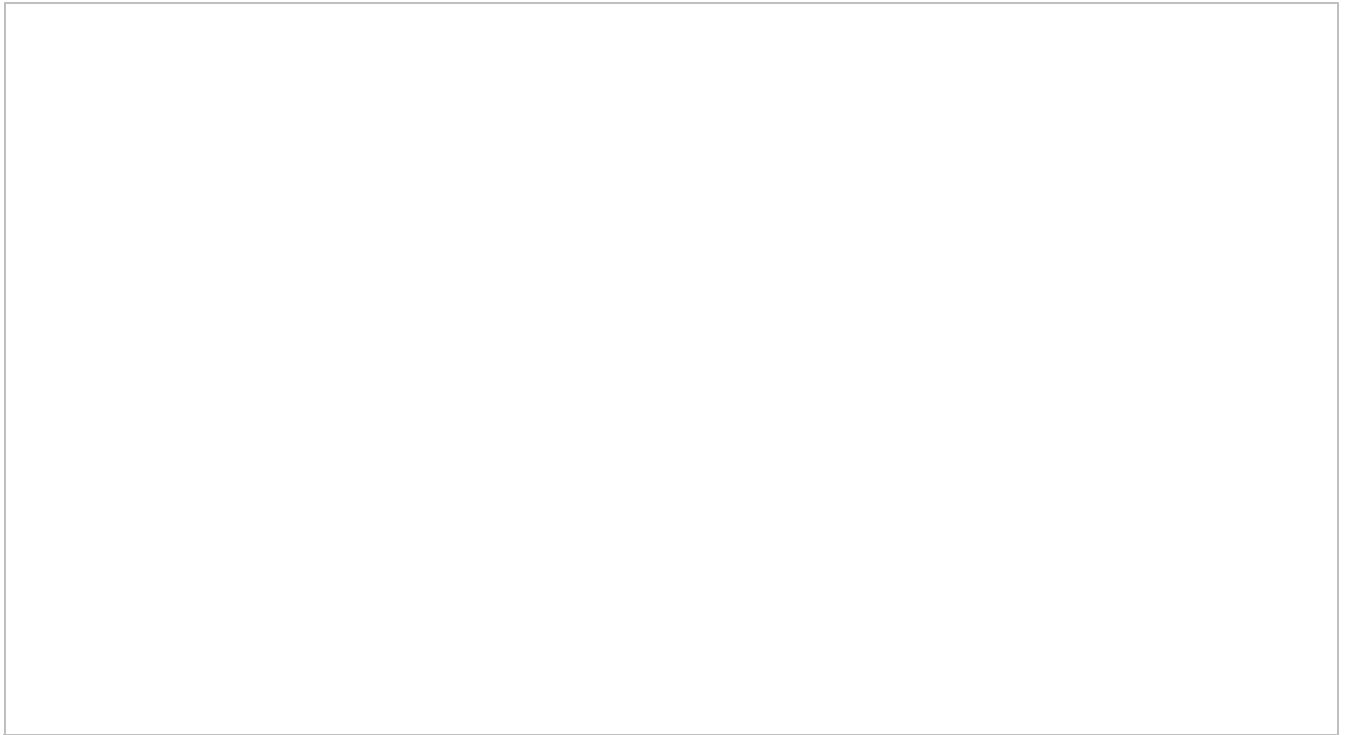


10. FINANCIAL SUMMARY

10.1 FINANCIAL FORECASTS

A large, empty rectangular box with a thin gray border, intended for the financial forecasts section.

10.2 BREAK-EVEN ANALYSIS

A large, empty rectangular box with a thin gray border, intended for the break-even analysis section.

10.3 FINANCIAL STATEMENTS

10.3.1 INCOME STATEMENT

10.3.2 CASH-FLOW PROJECTION

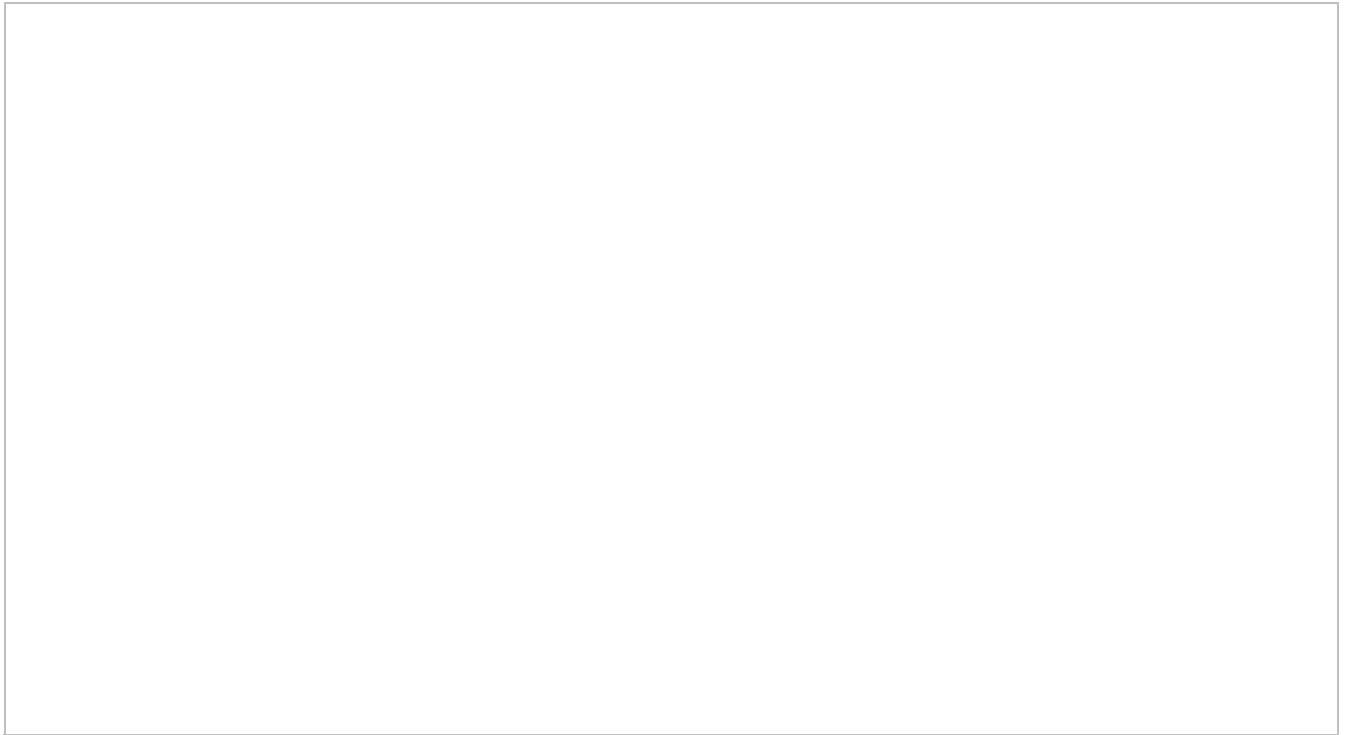
10.3.3 BALANCE SHEET

11. APPENDIX

11.1 RESEARCH RESULTS



11.2 PRODUCT SPECIFICATIONS AND IMAGES



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