

BASIC MARKETING PLAN TEMPLATE

for Microsoft Word EXAMPLE

CATEGORY	DESCRIPTION
MARKETING STRATEGY	Branding and Awareness: Build a strong brand identity that reflects the company's commitment to eco-friendly products. Digital Presence: Establish an online presence through a user-friendly website and active social media channels. Partnerships: Collaborate with eco-conscious influencers, nonprofits, and eco-friendly brands to expand consumer reach.
MARKETING OBJECTIVES	<ul style="list-style-type: none">• Raise brand awareness by 20% within the next 12 months.• Grow website traffic by 30% and increase online sales by 10% within the next 12 months.• Launch a new line of products within the next 18 months.
COMPETITIVE ADVANTAGE	A commitment to offering an eco-friendly product that resonates with environmentally conscious consumers.
BUDGET	The budget for this plan is \$20,000.
BUYER'S BUYING CYCLE	<ul style="list-style-type: none">• Identify a need, want, or challenge.• Search for a solution.• Evaluate options.• Make a purchase.
UNIQUE VALUE PROPOSITION	Offer an eco-friendly product that reduces environmental impact, is energy efficient and sustainable.
BRANDING	<ul style="list-style-type: none">• Create brand log and slogan.• Determine brand voice.• Write brand story.• Establish influencer endorsements.

Marketing Plan Example Macamp

Robert E. Linneman, John L. Stanton



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