

# BASIC MARKETING PLAN TEMPLATE

## for Microsoft Word EXAMPLE

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

# Marketing Plan Example Macamp

**Michal Rosen-Zvi**



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