

Marketing Plan – Putting Marketing in Action

Company Name:
Address:
City/State/Zip:

My Name:
Website:
Updated last:

What does my company do? :

My Email:
Today's Date:
My Marketing Budget:

Target Market:

The 4 P's of Marketing

Product or Service:

Price:

Placement:

Promotion:

Goals and Objectives:

Value/Propositions:

How are they aligned to the business need of the prospect?:

My Competitors:

My Company Strengths:

My company weaknesses:

Marketing Strategies:

My YEAR Marketing Execution Plan:

Jan	1 _____	2 _____	3 _____	Jul	1 _____	2 _____	3 _____
Feb	1 _____	2 _____	3 _____	Aug	1 _____	2 _____	3 _____
Mar	1 _____	2 _____	3 _____	Sep	1 _____	2 _____	3 _____
Apr	1 _____	2 _____	3 _____	Oct	1 _____	2 _____	3 _____
May	1 _____	2 _____	3 _____	Nov	1 _____	2 _____	3 _____
Jun	1 _____	2 _____	3 _____	Dec	1 _____	2 _____	3 _____