

Sample Marketing Plan Template

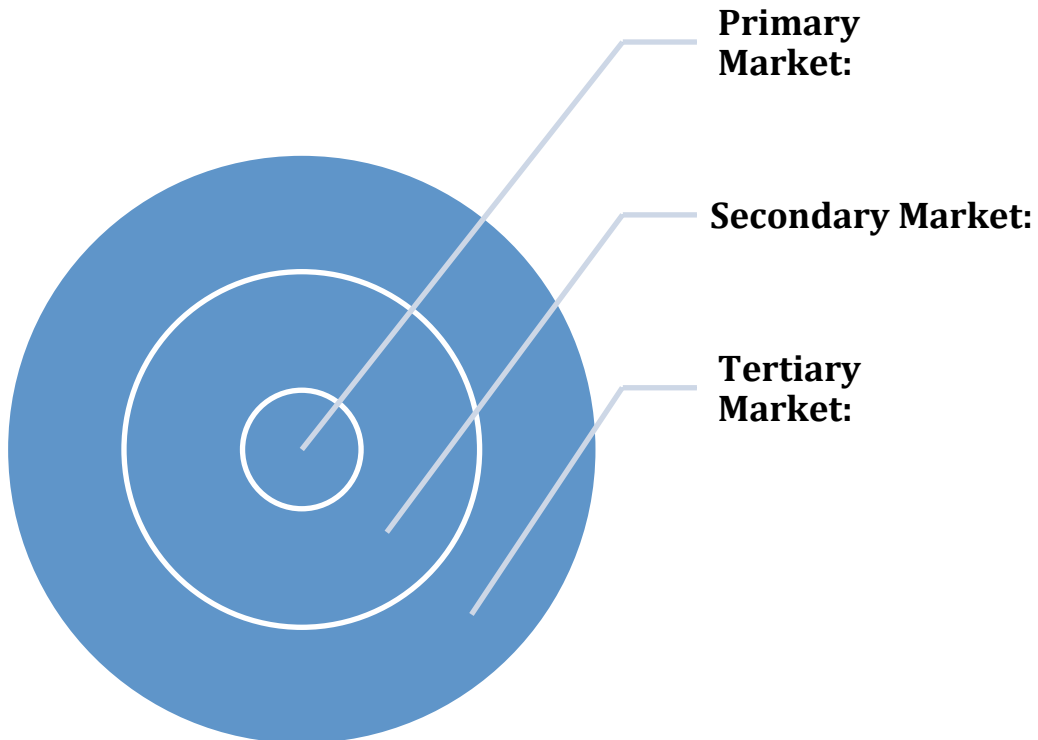
Product/Service: _____

Synopsis of Product/Service: _____

Statement of Marketing Challenge: _____

Description of Target Market: _____

Progressive Markets Chart



SWOT Analysis:

| | |
|----------------------|-------------------|
| <i>Strengths</i> | <i>Weaknesses</i> |
| <i>Opportunities</i> | <i>Threats</i> |

4Ps Chart



Description of General Marketing Strategy: _____

Specific, Recommended Marketing Tactics

Now that you have developed your overall strategy, you need to implement marketing tactics to execute your plan and achieve your goals. Marketing tactics are all the things you do to achieve a particular short-term aim, like a coupon inserted in customer invoices for a free trial for a new product, a ¼-page ad in the local paper every week, attending a particular trade show. Propose five marketing tactics that you would use to promote your client’s product(s)/service(s). You must also explain **why** and **what results** you would expect to gain from them in at least one paragraph per tactic.

Tactic #1: _____

Rationale: _____

Tactic #2: _____

Rationale: _____

Tactic #3: _____

Rationale: _____

Tactic #4: _____

Rationale: _____

Tactic #5: _____

Rationale: _____
