Sample Marketing Plan Template

Product/Service: ____________________________________________

Synopsis of Product/Service: ____________________________________________

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Statement of Marketing Challenge: ____________________________________________

Description of Target Market: ____________________________________________

Progressive Markets Chart

Primary Market:

Secondary Market:

Tertiary Market:
SWOT Analysis:

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tr>
<th>Opportunities</th>
<th>Threats</th>
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4Ps Chart
Description of General Marketing Strategy:  

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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:

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**Tactic #2:**  

Rationale:

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**Tactic #3:**  

Rationale:

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**Tactic #4:**  

Rationale:

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**Tactic #5:**  

Rationale:

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