**BASIC MARKETING PLAN**

**TEMPLATE for Microsoft Word EXAMPLE**

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| 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 | * 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.
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| 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 | * 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 | * Create brand log and slogan.
* Determine brand voice.
* Write brand story.
* Establish influencer endorsements.
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**MARKETING MIX**

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| CATEGORY | DESCRIPTION | COST |
| PRODUCT |  Residential solar panels  |   |
| PRICE |  Price will be within the range noted. |  $9,000 - $25,000 |
| PLACE |  Company website/e-commerce  |   |
| PROMOTION |  Social media promotions and advertising  |   |

**MARKETING CHANNELS**

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| --- | --- | --- |
| CATEGORY | DESCRIPTION | COST |
| SEARCH ENGINE OPTIMIZATION (SE0) | Improve the company site ranking and visibility by writing clear, relevant content.  |  $2,000 |
| DIGITAL PARTNERSHIPS  | Partner with housing developers, real estate agencies, and energy efficient companies.  |  $15,000 |
| SOCIAL MEDIA MARKETING | Post engaging content on Instagram and LinkedIn. Plan a consistent schedule for posts. Experiment with different times to learn when the audience is most engaged.  |  $2,000 |
| EMAIL MARKETING |  Build a high-quality email list. |  $1,000 |
| OTHER |   |   |

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