[](https://www.smartsheet.com/try-it?trp=11923&utm_source=template-word&utm_medium=content&utm_campaign=Basic+Marketing+Plan+Example-word-11923&lpa=Basic+Marketing+Plan+Example+word+11923)**BASIC MARKETING PLAN**

**TEMPLATE for Microsoft Word EXAMPLE**

|  |  |
| --- | --- |
| 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. |
| 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. |

**MARKETING MIX**

|  |  |  |
| --- | --- | --- |
| 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**

|  |  |  |
| --- | --- | --- |
| 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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| --- |
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