[](https://www.smartsheet.com/try-it?trp=11923&utm_source=template-word&utm_medium=content&utm_campaign=One-Page+Marketing+Plan-word-11923&lpa=One-Page+Marketing+Plan+word+11923)**ONE-PAGE MARKETING PLAN   
TEMPLATE for Microsoft Word**

|  |  |
| --- | --- |
| **CATEGORY** | **DESCRIPTION** |
| BUSINESS SUMMARY |  |
| BUSINESS OBJECTIVES |  |
| THE PROBLEM |  |
| OUR SOLUTION |  |
| COMPETITIVE ADVANTAGE |  |
| TARGET MARKET |  |
| MARKETING STRATEGY  & OBJECTIVES |  |
| FINANCIAL REQUIREMENTS |  |

ACTION PLAN

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CATEGORY** | **ACTION** | **OWNER** | **DATE** | **COST** |
| PRODUCT |  |  |  |  |
| PRICE |  |  |  |  |
| PLACE |  |  |  |  |
| PROMOTION |  |  |  |  |
| MARKETING CHANNELS |  |  |  |  |
| PERFORMANCE STANDARDS |  |  |  |  |
| RESULTS MEASUREMENT METHODS |  |  |  |  |
| OTHER |  |  |  |  |
| REVIEW |  |  |  |  |

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