**MARKETING STRATEGY TEMPLATE**

|  |  |
| --- | --- |
| MARKETING STRATEGY  |  |
| MARKETING OBJECTIVES |   |
| COMPETITIVE ADVANTAGE |   |
| BUDGET |   |
| BUYER’S BUYING CYCLE |   |
| UNIQUE VALUE PROPOSITION |   |
| BRANDING |   |

MARKETING MIX

|  |  |  |
| --- | --- | --- |
| CATEGORY | DESCRIPTION | COST |
| PRODUCT |   |   |
| PRICE |   |   |
| PLACE |   |   |
| PROMOTION |   |   |

MARKETING CHANNELS

|  |  |  |
| --- | --- | --- |
| CATEGORY | DESCRIPTION | COST |
| SEARCH ENGINE OPTIMIZATION  |   |   |
| DIGITAL PARTNERSHIPS  |   |   |
| SOCIAL MEDIA MARKETING |   |   |
| EMAIL MARKETING |   |   |
| OTHER |   |   |

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