**[](https://www.smartsheet.com/try-it?trp=12027&utm_source=template-word&utm_medium=content&utm_campaign=Blank+Simple+Marketing+Plan+for+Microsoft+Word-word-12027&lpa=Blank+Simple+Marketing+Plan+for+Microsoft+Word+word+12027)SIMPLE MARKETING PLAN**

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

ACTION PLAN

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CATEGORY | ACTION | OWNER | DATE | COST |
| **PRODUCT** | Action | Name | MM/DD/YY | $0.00 |
| **PRICE** |  |  |  |  |
| **PLACE** |  |  |  |  |
| **PROMOTION** |  |  |  |  |
| **MARKETING CHANNELS** |  |  |  |  |
| **PERFORMANCE STANDARDS** |  |  |  |  |
| **RESULTS MEASUREMENT METHODS** |  |  |  |  |
| **OTHER** |  |  |  |  |
| **OTHER** |  |  |  |  |
| **OTHER** |  |  |  |  |
| **REVIEW** |  |  |  |  |

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