

STRATEGIC MARKETING PLAN TEMPLATE

TEMPLATE		
NAME	[Insert product name.]	
DESCRIPTION	[Insert product description in short.]	
PRODUCT VALUE	[Describe product value and credibility.]	
TARGET AUDIENCE	[Describe key characteristics, spending habits, relationship to product, access channels, etc.]	
STRATEGY & OBJECTIVES	[Describe your strategy and goals.]	
BUDGET OVERVIEW	[Insert budget specifics.]	



COMPETITORS	[List your competitors to better understand yo	ur competitive advantages.]	
MARKETING MIX			
[Product]		[Price]	
[Place]		[Promotion]	