

STRATEGIC MARKETING PLAN TEMPLATE

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

COMPETITORS	<i>[List your competitors to better understand your competitive advantages.]</i>		
MARKETING MIX			
<i>[Product]</i>		<i>[Price]</i>	
<i>[Place]</i>		<i>[Promotion]</i>	