| **STRATEGIC MARKETING PLAN 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 your competitive advantages.]* | | | | | | | |
|  | | | | | | | | |
| **MARKETING MIX** | | | | | | | | |
| *[Product]* | | | | *[Price]* | | | | |
| *[Place]* | | | | *[Promotion]* | | | | |