| **STRATEGIC MARKETING PLAN TEMPLATE** |
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| **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]* |