

ONE-PAGE MARKETING PROJECT PLAN TEMPLATE

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

ACTION PLAN

| CATEGORY | ACTION | OWNER | DATE | COST |
|-----------------------------|--------|-------|------|------|
| PRODUCT | | | | |
| PRICE | | | | |
| PLACE | | | | |
| PROMOTION | | | | |
| MARKETING CHANNELS | | | | |
| PERFORMANCE STANDARDS | | | | |
| RESULTS MEASUREMENT METHODS | | | | |
| OTHER | | | | |
| OTHER | | | | |
| OTHER | | | | |
| REVIEW | | | | |

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