

# Marketing Plan One-page Template



## Part One: STRATEGIC PLANNING

### **1. Analysis of the Current Situation – past year**

- 1.1. Influential business trends to-date
- 1.2. Market analysis to-date
- 1.3. Competitive analysis to-date
- 1.4. Market segmentation to-date
- 1.5. Marketing offer (offer-mix), past year
- 1.6. Marketing promotion (promotion-mix), past year
- 1.7. Actual strengths & weaknesses
- 1.8. Actual perceptions: positioning **analysis**

### **2. Marketing Strategy & Objectives – next year**

- 2.1. Selecting marketing strategy next year
- 2.2. Targeting next year
- 2.3. Revising marketing offer next year
- 2.4. Revising marketing promotion next year
- 2.5. Transforming strengths and weaknesses into obj.
- 2.6. Improving perceptions next year: position
- 2.7. Conducting yearly sales forecast **strategy**

## Part Two: MARKETING ACTION PLAN

### **3. Marketing Action Plan & Budget – next year**

- 3.1. To pursue partnerships:  $1+1>2$
- 3.2. To maintain successful marketing activities
- 3.3. To adjust the offer and its pricing
- 3.4. To promote marketing activities
- 3.5. To manage the marketing action plan projects
- 3.6. To set a periodical marketing budget **tactics**

### **4. Control Procedures – periodically**

- 4.1. The control bodies – who is to control?
- 4.2. Main control tools – how to control?
- 4.3. Control by milestones in time – when to control?
- 4.4. Criteria of success – what to measure? **standards**

