

## MARKETING PLAN TEMPLATE



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A good marketing plan helps you: identify your customers; identify your competitors; develop a marketing strategy to make your business stand out. Your marketing plan can form part of your business plan, and will help you to coordinate all your marketing efforts and ideas so you can market your business effectively.  
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Use these Marketing Plan Templates (5 x MS Word templates and 10 Excel spreadsheets) to summarize the Who, What, Where, When, and How questions of marketing and sales activities for the planning year.  
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A marketing plan is a blueprint that outlines your marketing strategy and efforts. It is a high-level roadmap that provides your stakeholders with a general overview of marketing initiatives across different categories. In the example above, the roadmap is organized by the type of initiative and

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