

## [MARKETING STRATEGIC PLAN EXAMPLE](#)



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In your strategic marketing plan, it should list the organizational goals and strategies to be implemented by the company for the goals will inform the rationalization of resources in production, marketing, and distribution while the strategies will discuss the conversion of targets into realities or the implementation of the plans to make them happen.

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Another way to write your strategic marketing plan is to break it up into three sections: the marketing plan, the operations plan and the development plan. The marketing plan section is the same as the basic strategic marketing plan. This plan differs in that it covers two additional aspects of the business not covered by the basic marketing plan, namely, operations and development.

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As an example, a single business plan may contain a number of marketing strategies that will be implemented at the same time, place, and market segment. The presence of a marketing brief can help a team a lot especially if there are many plans and strategies that are essential to be executed at a given time frame.

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### **C 1 APPENDIX C Sample Marketing Plan**

opportunities and threats served as the foundation for this strategic analysis and marketing plan. The plan focuses on the company's growth strategy, suggesting

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### **Coffee Bar Sample Marketing Plan Marketing Strategy Mplans**

This sample marketing plan was created with Marketing Plan Pro software. Marketing Strategy Colloquy Grog Shop's strategy will be based on communicating Grog Shop's value to the targeted segments.

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### **Example of a Strategic Plan AchieveIt**

Any example of a strategic plan must include objectives, as they are the foundation for planning. In this example, our objective is to increase client satisfaction from 82% to 90% by December 31, 2017. How we accomplish that is the business of strategies and tactics.

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