**Marketing Plan Template**

***Instructions:*** Use the information contained in your **Marketing Goals Worksheet**, your **Marketing Mix Worksheet**, and finding from your **Market Research Report**, to complete the template below.

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| --- | --- | --- | --- | --- | --- |
| **Sample Marketing Plan Format** | | | | | |
| **Marketing Goals** | | | | | |
| State your organization's marketing goals. | | | | | |
| **Action Goals:** Click here to enter text.  **Image Goals:** Click here to enter text. | | | | | |
| **Marketing Mix** | | | | | |
| For the product or service selected, indicate your organization's planned marketing mix. | | | | | |
| **Product or Service** | **Target Population to Whom Product or Service Will Be Marketed** | | **Planned Price for Product or Service** | | **Delivery Points for Product or Service** |
|  |  | |  | |  |
| **Promotion** | | | | | |
| State the promotional aspects of your marketing mix, such as the low cost of the product or service, the delivery points and ease of access to the new product or service, and the features of the new product or service to be promoted. For each aspect, indicate the message you will promote and the promotional technique you will use. | | | | | |
| **Marketing Activities** | | | | | |
| **Promotional Aspect** | | **Message** | | **Promotional Technique** | |
| **Price** | | Click here to enter text. | | Click here to enter text. | |
| **Access** | | Click here to enter text. | | Click here to enter text. | |
| **Features and Benefits** | | Click here to enter text. | | Click here to enter text. | |