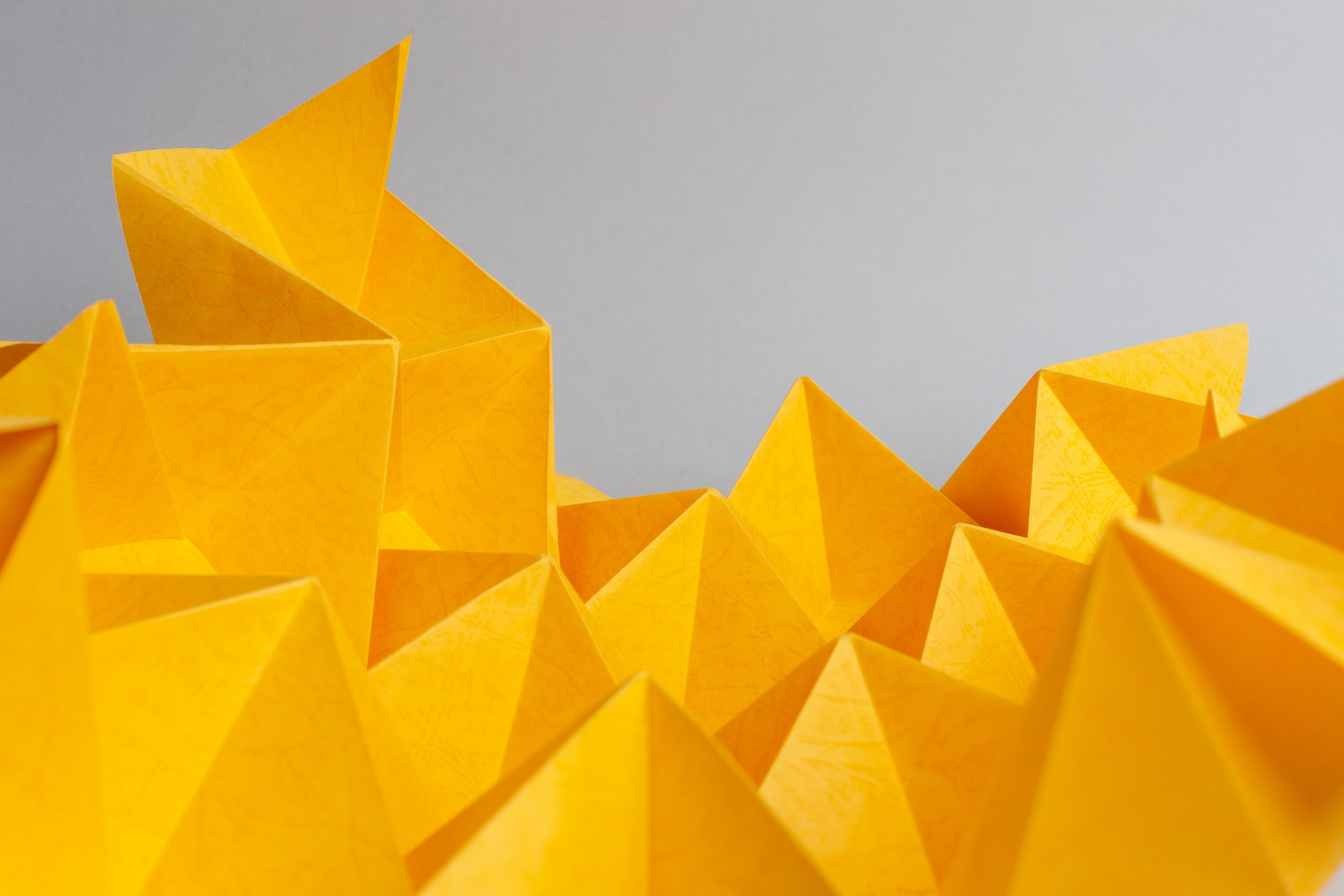
**[](https://www.smartsheet.com/try-it?trp=12043&utm_source=template-word&utm_medium=content&utm_campaign=Blank+Marketing+Strategic+Planning-word-12043&lpa=Blank+Marketing+Strategic+Planning+word+12043)**

**MARKETING STRATEGIC   
PLANNING   
TEMPLATE for Microsoft Word**

MARKETING PLAN

COMPANY NAME

Street Address

City, State and Zip

webaddress.com

Version 0.0.0

MM/DD/20XX

|  |  |  |
| --- | --- | --- |
| PREPARED BY | TITLE | DATE |
| Name | Title | MM/DD/YY |
| EMAIL | | PHONE |
| Email address | |  |
| APPROVED BY | TITLE | DATE |
| Name | Title | MM/DD/YY |

table of contents

[1. BUSINESS SUMMARY 4](#_Toc22552680)

[1.1 OUR COMPANY 4](#_Toc22552681)

[1.2 MISSION STATEMENT 4](#_Toc22552682)

[1.3 VISION STATEMENT 4](#_Toc22552683)

[2. THE CHALLENGE 5](#_Toc22552684)

[2.1 PROBLEM 5](#_Toc22552685)

[2.2 OPPORTUNITY 5](#_Toc22552686)

[3. SITUATIONAL ANALYSIS 6](#_Toc22552687)

[3.1 5C ANALYSIS 6](#_Toc22552688)

[3.1.1 COMPANY 6](#_Toc22552689)

[3.1.2 COLLABORATORS 6](#_Toc22552690)

[3.1.3 CUSTOMERS 6](#_Toc22552691)

[3.1.4 COMPETITORS 6](#_Toc22552692)

[3.1.5 CLIMATE 6](#_Toc22552693)

[3.2 SWOT ANALYSIS 7](#_Toc22552694)

[4. CORE CAPABILITIES 8](#_Toc22552695)

[4.1 CAPABILITY ONE 8](#_Toc22552696)

[4.2 CAPABILITY TWO 8](#_Toc22552697)

[4.3 CAPABILITY THREE 8](#_Toc22552698)

[5. MARKETING CAPABILITIES 9](#_Toc22552699)

[5.1 CAPABILITY ONE 9](#_Toc22552700)

[5.2 CAPABILITY TWO 9](#_Toc22552701)

[5.3 CAPABILITY THREE 9](#_Toc22552702)

[6. GOALS 10](#_Toc22552703)

[6.1 BUSINESS GOALS 10](#_Toc22552704)

[6.2 SALES GOALS 10](#_Toc22552705)

[6.3 FINANCIAL GOALS 11](#_Toc22552706)

[6.4 COMMUNICATION GOALS 11](#_Toc22552707)

[7. TARGET MARKET 12](#_Toc22552708)

[7.1 INFORMATION COLLECTION 12](#_Toc22552709)

[7.2 PAIN POINTS 12](#_Toc22552710)

[7.3 SOLUTIONS 13](#_Toc22552711)

[7.4 BUYER PERSONA 13](#_Toc22552712)

[8. MARKETING STRATEGY 14](#_Toc22552713)

[8.1 BUYER’S BUYING CYCLE 14](#_Toc22552714)

[8.2 UNIQUE SELLING PROPOSITION (USP) 14](#_Toc22552715)

[8.3 MARKETING MIX – 4Ps 15](#_Toc22552716)

[8.3.1 PRODUCT 15](#_Toc22552717)

[8.3.2 PRICE 15](#_Toc22552718)

[8.3.3 PLACE 15](#_Toc22552719)

[8.3.4 PROMOTION 15](#_Toc22552720)

[8.4 MARKETING CHANNELS 16](#_Toc22552721)

[8.5 BUDGET 17](#_Toc22552722)

[9. PERFORMANCE STANDARDS & MEASUREMENT METHODS 18](#_Toc22552723)

[9.1 STANDARDS OF PERFORMANCE 18](#_Toc22552724)

[9.2 BENCHMARKS 18](#_Toc22552725)

[9.3 MARKETING METRICS TO MEASURE SUCCESS 19](#_Toc22552726)

[9.4 MEASUREMENT METHODS 19](#_Toc22552727)

[10. FINANCIAL SUMMARY 20](#_Toc22552728)

[10.1 FINANCIAL FORECASTS 20](#_Toc22552729)

[10.2 BREAK-EVEN ANALYSIS 20](#_Toc22552730)

[10.3 FINANCIAL STATEMENTS 21](#_Toc22552731)

[10.3.1 INCOME STATEMENT 21](#_Toc22552732)

[10.3.2 CASH-FLOW PROJECTION 21](#_Toc22552733)

[10.3.3 BALANCE SHEET 21](#_Toc22552734)

[11. APPENDIX 22](#_Toc22552735)

[11.1 RESEARCH RESULTS 22](#_Toc22552736)

[11.2 PRODUCT SPECIFICATIONS AND IMAGES 22](#_Toc22552737)

# BUSINESS SUMMARY

## OUR COMPANY

|  |
| --- |
|  |

## MISSION STATEMENT

|  |
| --- |
|  |

## VISION STATEMENT

|  |
| --- |
|  |

# THE CHALLENGE

## PROBLEM

|  |
| --- |
|  |

## OPPORTUNITY

|  |
| --- |
|  |

# SITUATIONAL ANALYSIS

## 5C ANALYSIS

### *COMPANY*

|  |
| --- |
|  |

### *COLLABORATORS*

|  |
| --- |
|  |

### *CUSTOMERS*

|  |
| --- |
|  |

### *COMPETITORS*

|  |
| --- |
|  |

### *CLIMATE*

|  |
| --- |
|  |

## SWOT ANALYSIS

|  |  |
| --- | --- |
| INTERNAL FACTORS | |
| STRENGTHS (+) | WEAKNESSES (-) |
|  |  |
| EXTERNAL FACTORS | |
| OPPORTUNITIES (+) | THREATS (-) |
|  |  |

# CORE CAPABILITIES

### CAPABILITY ONE

|  |
| --- |
|  |

### CAPABILITY TWO

|  |
| --- |
|  |

### CAPABILITY THREE

|  |
| --- |
|  |

# MARKETING CAPABILITIES

## CAPABILITY ONE

|  |
| --- |
|  |

## CAPABILITY TWO

|  |
| --- |
|  |

## CAPABILITY THREE

|  |
| --- |
|  |

# GOALS

## BUSINESS GOALS

|  |
| --- |
|  |

## SALES GOALS

|  |
| --- |
|  |

## FINANCIAL GOALS

|  |
| --- |
|  |

## COMMUNICATION GOALS

|  |
| --- |
|  |

# TARGET MARKET

## INFORMATION COLLECTION

|  |
| --- |
|  |

## PAIN POINTS

|  |
| --- |
|  |

## SOLUTIONS

|  |
| --- |
|  |

## BUYER PERSONA

|  |
| --- |
|  |

# MARKETING STRATEGY

## BUYER’S BUYING CYCLE

|  |
| --- |
|  |

## UNIQUE SELLING PROPOSITION (USP)

|  |
| --- |
|  |

## MARKETING MIX – 4Ps

### *PRODUCT*

|  |
| --- |
|  |

### *PRICE*

|  |
| --- |
|  |

### *PLACE*

|  |
| --- |
|  |

### *PROMOTION*

|  |
| --- |
|  |

## MARKETING CHANNELS

|  |
| --- |
|  |

## BUDGET

|  |
| --- |
|  |

# PERFORMANCE STANDARDS & MEASUREMENT METHODS

## STANDARDS OF PERFORMANCE

|  |
| --- |
|  |

## BENCHMARKS

|  |
| --- |
|  |

## MARKETING METRICS TO MEASURE SUCCESS

|  |
| --- |
|  |

## MEASUREMENT METHODS

|  |
| --- |
|  |

# FINANCIAL SUMMARY

## FINANCIAL FORECASTS

|  |
| --- |
|  |

## BREAK-EVEN ANALYSIS

|  |
| --- |
|  |

## FINANCIAL STATEMENTS

### *INCOME STATEMENT*

|  |
| --- |
|  |

### *CASH-FLOW PROJECTION*

|  |
| --- |
|  |

### *BALANCE SHEET*

|  |
| --- |
|  |

# APPENDIX

## RESEARCH RESULTS

|  |
| --- |
|  |

## PRODUCT SPECIFICATIONS AND IMAGES

|  |
| --- |
|  |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |