[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12065&utm_source=template-word&utm_medium=content&utm_campaign=Basic+Marketing+Strategy-word-12065&lpa=Basic+Marketing+Strategy+word+12065)**BASIC MARKETING STRATEGY TEMPLATE**

|  |  |
| --- | --- |
| CATEGORY | DESCRIPTION |
| **MARKETING STRATEGY** |  |
| **MARKETING OBJECTIVES** |  |
| **COMPETITIVE ADVANTAGE** |  |
| **BUDGET** |  |
| **BUYER’S BUYING CYCLE** |  |
| **UNIQUE VALUE PROPOSITION** |  |
| **BRANDING** |  |

**MARKETING MIX**

|  |  |  |
| --- | --- | --- |
| CATEGORY | DESCRIPTION | COST |
| **PRODUCT** |  |  |
| **PRICE** |  |  |
| **PLACE** |  |  |
| **PROMOTION** |  |  |

**MARKETING CHANNELS**

|  |  |  |
| --- | --- | --- |
| CATEGORY | DESCRIPTION | COST |
| **SEARCH ENGINE OPTIMIZATION (SE0)** |  |  |
| **DIGITAL PARTNERSHIPS** |  |  |
| **SOCIAL MEDIA MARKETING** |  |  |
| **EMAIL MARKETING** |  |  |
| **OTHER** |  |  |

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