

MARKETING PROJECT PLAN

PREPARED BY	TITLE	DATE
EMAIL	PHONE	
APPROVED BY	TITLE	DATE

TABLE OF CONTENTS

- 1. EXECUTIVE SUMMARY4
- 2. MISSION STATEMENT5
- 3. VISION STATEMENT5
- 4. SITUATIONAL ANALYSIS6
 - 4.1 5C ANALYSIS.....6
 - 4.1.1 COMPANY6
 - 4.1.2 COLLABORATORS.....6
 - 4.1.3 CUSTOMERS6
 - 4.1.4 COMPETITORS.....6
 - 4.1.5 CLIMATE.....6
 - 4.2 SWOT ANALYSIS.....7
- 5. CORE CAPABILITIES8
- 6. GOALS.....9
 - 6.1 SHORT-TERM GOALS9
 - 6.1.1 FINANCIAL.....9
 - 6.1.2 PRODUCT9
 - 6.1.3 HUMAN RESOURCES.....9
 - 6.1.4 MARKETING9
 - 6.2 LONG-TERM GOALS.....10
 - 6.2.1 FINANCIAL.....10
 - 6.2.2 PRODUCT10
 - 6.2.3 HUMAN RESOURCES.....10
 - 6.2.4 MARKETING10
- 7. TARGET MARKET11
 - 7.1 INFORMATION COLLECTION.....11
 - 7.2 PAIN POINTS11
 - 7.3 SOLUTIONS.....12
 - 7.4 BUYER PERSONA.....12
- 8. MARKETING STRATEGY13
 - 8.1 BUYER'S BUYING CYCLE13
 - 8.2 UNIQUE SELLING PROPOSITION (USP)13
 - 8.3 BRANDING.....14
 - 8.4 MARKETING MIX – 4Ps.....14
 - 8.4.1 PRODUCT14
 - 8.4.2 PRICE14
 - 8.4.3 PLACE15

- 8.4.4 PROMOTION15
- 8.5 MARKETING CHANNELS.....15
- 8.6 BUDGET16
- 9. PERFORMANCE STANDARDS & MEASUREMENT METHODS17
 - 9.1 STANDARDS OF PERFORMANCE17
 - 9.2 BENCHMARKS.....17
 - 9.3 MARKETING METRICS TO MEASURE SUCCESS18
 - 9.4 MEASUREMENT METHODS18
- 10. FINANCIAL SUMMARY19
 - 10.1 FINANCIAL FORECASTS19
 - 10.2 BREAKEVEN ANALYSIS19
 - 10.3 FINANCIAL STATEMENTS20
 - 10.3.1 INCOME STATEMENT20
 - 10.3.2 CASH FLOW PROJECTION20
 - 10.3.3 BALANCE SHEET20
- 11. APPENDIX21
 - 11.1 RESEARCH RESULTS21
 - 11.2 PRODUCT SPECIFICATIONS AND IMAGES21

1. EXECUTIVE SUMMARY



2. MISSION STATEMENT

[Empty box for Mission Statement]

3. VISION STATEMENT

[Empty box for Vision Statement]

4. SITUATIONAL ANALYSIS

4.1 5C ANALYSIS

4.1.1 COMPANY

4.1.2 COLLABORATORS

4.1.3 CUSTOMERS

4.1.4 COMPETITORS

4.1.5 CLIMATE

4.2 SWOT ANALYSIS

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

5. CORE CAPABILITIES

CAPABILITY ONE

CAPABILITY TWO

CAPABILITY THREE

6. GOALS

6.1 SHORT-TERM GOALS

6.1.1 FINANCIAL

6.1.2 PRODUCT

6.1.3 HUMAN RESOURCES

6.1.4 MARKETING

6.2 LONG-TERM GOALS

6.2.1 FINANCIAL

6.2.2 PRODUCT

6.2.3 HUMAN RESOURCES

6.2.4 MARKETING

7. TARGET MARKET

7.1 INFORMATION COLLECTION

7.2 PAIN POINTS

7.3 SOLUTIONS



7.4 BUYER PERSONA



8. MARKETING STRATEGY

8.1 BUYER'S BUYING CYCLE

A large, empty rectangular box with a thin grey border, intended for the content of section 8.1.

8.2 UNIQUE SELLING PROPOSITION (USP)

A large, empty rectangular box with a thin grey border, intended for the content of section 8.2.

8.3 BRANDING

A large, empty rectangular box with a thin grey border, intended for content related to the '8.3 BRANDING' section.

8.4 MARKETING MIX – 4Ps

8.4.1 PRODUCT

A large, empty rectangular box with a thin grey border, intended for content related to the '8.4.1 PRODUCT' section.

8.4.2 PRICE

A large, empty rectangular box with a thin grey border, intended for content related to the '8.4.2 PRICE' section.

8.4.3 PLACE

8.4.4 PROMOTION

8.5 MARKETING CHANNELS

8.6 BUDGET

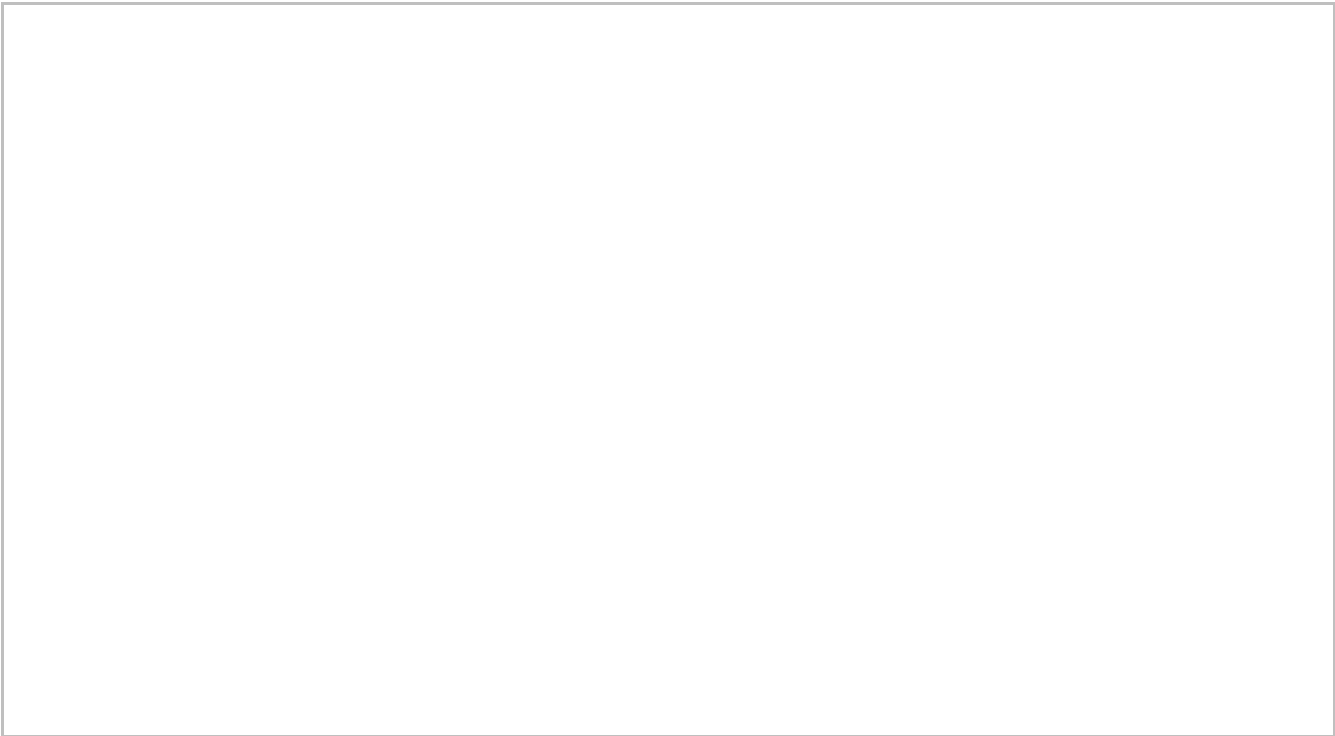


9. PERFORMANCE STANDARDS & MEASUREMENT METHODS

9.1 STANDARDS OF PERFORMANCE



9.2 BENCHMARKS



9.3 MARKETING METRICS TO MEASURE SUCCESS



9.4 MEASUREMENT METHODS

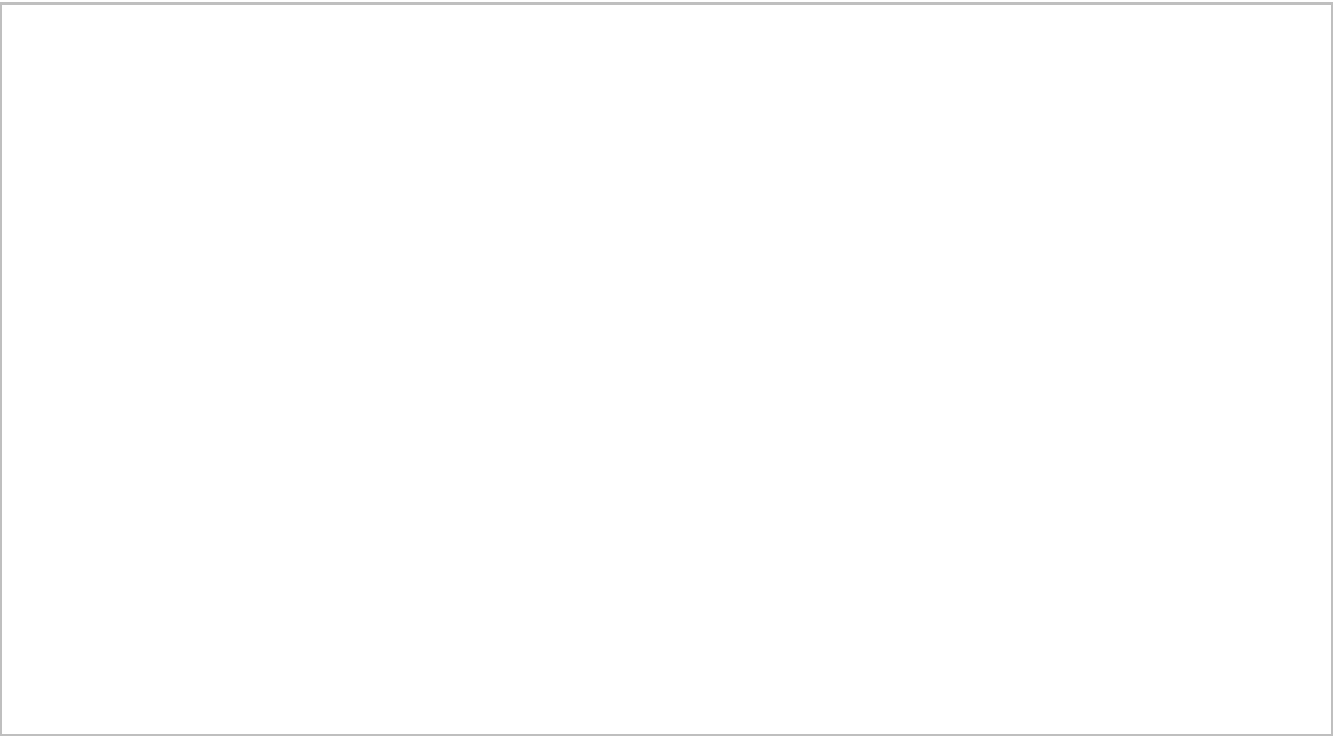


10. FINANCIAL SUMMARY

10.1 FINANCIAL FORECASTS



10.2 BREAKEVEN ANALYSIS



10.3 FINANCIAL STATEMENTS

10.3.1 INCOME STATEMENT

--

10.3.2 CASH FLOW PROJECTION

--

10.3.3 BALANCE SHEET

--

11. APPENDIX

11.1 RESEARCH RESULTS



11.2 PRODUCT SPECIFICATIONS AND IMAGES



MARKETING PROJECT PLAN TEMPLATE FOR STARTUP BUSINESS

Try Smartsheet for FREE

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.