

BASIC MARKETING STRATEGY TEMPLATE

Try Smartsheet for FREE

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 (SEO)		
DIGITAL PARTNERSHIPS		
SOCIAL MEDIA MARKETING		
EMAIL MARKETING		
OTHER		

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.