

Simple Marketing Plan Template



Business Objectives

Objectives for your business as a whole.

01

02

03

Notes

Marketing Priorities

Areas where your marketing team can help with meeting business objectives.

01

02

03

Notes

Marketing Goals

Tangible marketing goals/KPIs you plan to achieve.

01

02

03

Notes

Marketing Strategy and Budget

High-level overview of how you plan to hit your marketing goals.

Strategy

Total Budget

Notes

Key Actions and Budget Allocation

Actionable steps your marketing team will take to implement your strategy.

01

Budget Allocation

02

Budget Allocation

03

Budget Allocation

04

Budget Allocation

05

Budget Allocation

Notes

Risks and Contingencies

Potential risks to look out for and contingencies for hitting your goals.

01

02

03

04

05

Notes

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