



Marketing Plan Template



Marketing Objectives:

What are your marketing objectives? Your objectives should correspond with your [marketing plan](#) and be clear and measurable.

Current Marketing Strategies:

List all of the current strategies you're using to work towards your marketing objectives.

Market Research:

Conduct market research to determine the viability of your current and potential marketing strategies and list your findings.

Target Market:

Identify your target market by considering your buyer personas and determining who you're trying to attract, [engage](#), and convert through your marketing channels.

Campaigns & Strategies to Implement:

With the information above in mind, determine which [marketing campaigns](#) and strategies you believe are worth using and experimenting with through your marketing plan.



Put your plan into action.



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