

**One Page Marketing Plan**

Company Name  
Website:  
Lasted Edited:  
By:

Address 1  
Address 2  
Phone:  
Email:

**Target Market:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yearly Marketing Budget:** \_\_\_\_\_

**Industry Trends:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Product (or services):** \_\_\_\_\_  
\_\_\_\_\_

**Price:** \_\_\_\_\_  
\_\_\_\_\_

**Goals: (specific and measurable)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Placement:** \_\_\_\_\_  
\_\_\_\_\_

**Promotion:** \_\_\_\_\_  
\_\_\_\_\_

**Strategies:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Top 3 Competitors:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Your Strengths:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Your Weaknesses:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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**Monthly Tactics**

**January:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**July:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**February:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**August:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**March:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**September:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**April:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**October:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**May:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**November:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**June:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**December:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_