

**Marketing Plan**

Company

Date, 2018

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**Marketing Plan**

**Executive Summary**

Make a page for each of these items and start with one paragraph.

**Market Research**

**Business / Marketing goals**

**Positioning / Messaging**

**Competitive Analysis**

**Target Audiences / Personas**

**Marketing Strategy**

**Tactics**

**Budget (5% of revenue to maintain, 10% to grow)**

**Timing**

**Roles**

**Metrics**

**Market Research**

Text goes here in this example page

**Sub heading**

More text on sub topic