

[COMPANY NAME & LOGO]

**MARKETING
STRATEGY & ACTION PLAN**

Effective as of [date]

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I. Introduction & Executive Summary

1.1 Purpose of Marketing Plan

This Marketing Plan has been prepared with the purpose of assisting the [Company] marketing staff and interested parties in better understanding (i) the opportunity, and (ii) the marketing strategies.

1.2 The Opportunity and Strategy

[describe the opportunity]

[describe how the company will differentiate itself from the other players in the market]

[Company] is forecasting first year gross revenues of \$_____. To this end, we have determined a variety of effective methods of generating revenue. Our initial revenue generation streams are as follows:

1. **Business Revenue Channel:** [describe]
2. **Individual Consumer Revenue Channel:** [describe]
3. **Advertising Revenue Channel:** [describe]

[list any other revenue streams the company expects to have in the initial stages]

The [Company] Marketing Plan involves two phases:

1. **Phase 1 - Market Entry & Positioning:** This phase includes:
 - focus on target markets
 - creating brand awareness in the marketplace
 - developing strategies which will act to erect barriers to competition
 - developing revenue generation strategies
 - product development and pricing strategies
 - advertising and promotion strategy
 - developing strategic alliances.
2. **Phase 2 – Product & Service Expansion:** This phase includes:
 - developing effective evaluation, improvement and growth and development strategies
 - improving or enhancing the phase 1 strategies.