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**2021  
Marketing Plan  
COMPANY**

**By John Doe**

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# Introduction

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# Company Details

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| --- | --- |
| **Company Name** |  |
| **Address** |  |
| **Phone Number** |  |
| **Email Contact** |  |
| **Website** |  |
| **LinkedIn Page** |  |
| **Facebook Page** |  |

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## Mission

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## Vision

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## Core Values

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## Brand Assets

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### Logo

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### Voice tone

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# Products and Services Portfolio

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### Product A

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### Product B

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### Product C

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# Target Audience

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# Main competitors

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### Competitor A

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### Competitor B

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# SWOT Analysis

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## Strengths

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## Weaknesses

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## Opportunities

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## Threats

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# Goals and objectives

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# Marketing Mix Strategies

## Products

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## Price

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## Place

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## Promotion

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# Implementation

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## Tatics

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### Action 01

**Period:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec justo odio, dictum sed lectus consectetur, malesuada iaculis mauris.

**Activities:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec justo odio, dictum sed lectus consectetur, malesuada iaculis mauris.

**Responsibles:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec justo odio, dictum sed lectus consectetur, malesuada iaculis mauris.

**Cost projection:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec justo odio, dictum sed lectus consectetur, malesuada iaculis mauris.

### Action 02

**Period:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec justo odio, dictum sed lectus consectetur, malesuada iaculis mauris.

**Activities:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec justo odio, dictum sed lectus consectetur, malesuada iaculis mauris.

**Responsibles:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec justo odio, dictum sed lectus consectetur, malesuada iaculis mauris.

**Cost projection:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec justo odio, dictum sed lectus consectetur, malesuada iaculis mauris.

### Action 03

**Period:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec justo odio, dictum sed lectus consectetur, malesuada iaculis mauris.

**Activities:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec justo odio, dictum sed lectus consectetur, malesuada iaculis mauris.

**Responsibles:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec justo odio, dictum sed lectus consectetur, malesuada iaculis mauris.

**Cost projection:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec justo odio, dictum sed lectus consectetur, malesuada iaculis mauris.

## General Schedule

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Actions** | **xx/jan** | **xx/jan** | **xx/jan** | **xx/feb** | **xx/feb** | **xx/feb** | **xx/feb** | **xx/feb** | **xx/mar** |
| **Planning** |  |  |  |  |  |  |  |  |  |
| **Execution** |  |  |  |  |  |  |  |  |  |
| **Analysis of results** |  |  |  |  |  |  |  |  |  |
| **Final report** |  |  |  |  |  |  |  |  |  |

# Evaluation and Control

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