**BASIC MARKETING STRATEGY TEMPLATE**

|  |  |
| --- | --- |
| CATEGORY | DESCRIPTION |
| **MARKETING STRATEGY**  |   |
| **MARKETING OBJECTIVES** |   |
| **COMPETITIVE ADVANTAGE** |   |
| **BUDGET** |   |
| **BUYER’S BUYING CYCLE** |   |
| **UNIQUE VALUE PROPOSITION** |   |
| **BRANDING** |   |

**MARKETING MIX**

|  |  |  |
| --- | --- | --- |
| CATEGORY | DESCRIPTION | COST |
| **PRODUCT** |   |   |
| **PRICE** |   |   |
| **PLACE** |   |   |
| **PROMOTION** |   |   |

**MARKETING CHANNELS**

|  |  |  |
| --- | --- | --- |
| CATEGORY | DESCRIPTION | COST |
| **SEARCH ENGINE OPTIMIZATION (SE0)** |   |   |
| **DIGITAL PARTNERSHIPS**  |   |   |
| **SOCIAL MEDIA MARKETING** |   |   |
| **EMAIL MARKETING** |   |   |
| **OTHER** |   |   |

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