[](https://www.smartsheet.com/try-it?trp=11676&utm_source=integrated-content&utm_campaign=/content/marketing-action-plan-templates&utm_medium=Sample+Simple+Marketing+Action+Plan+doc+11676&lpa=Sample+Simple+Marketing+Action+Plan+doc+11676)**SIMPLE MARKETING ACTION   
PLAN TEMPLATE EXAMPLE**

|  |  |
| --- | --- |
| CATEGORY | DESCRIPTION |
| **MARKETING SUMMARY** | Choose Positive Charge electric charging stations for quality and reliability to reduce the environmental impact of fossil fuels for a better world. |
| **MARKETING OBJECTIVES** | Increase customer lifetime value. Improve product awareness and reviews. |
| **THE PROBLEM** | Positive Charge employs highly skilled labor and leads in new technologies. |
| **OUR SOLUTION** | Between 3% to 5% of Positive Charge’s revenue. |
| **COMPETITIVE ADVANTAGE** | Buyers cycle through awareness, consideration, and intent before making a purchase. |
| **TARGET MARKET** | Positive Charge is a socially and environmentally conscious company. |
| **MARKETING STRATEGY  & OBJECTIVES** | Make a positive impact on our environment with a reliable and high-quality charging station for your electronic vehicle. |
| **FINANCIAL REQUIREMENTS** |  |

ACTION PLAN

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CATEGORY | ACTION OWNER | OWNER | DATE | COST |
| **PRODUCT** | EV Charging Stations | Name | MM/DD/YY | $1,100 |
| **PRICE** | 30% markup | Name | MM/DD/YY | $1,430 |
| **PLACE** | Positive Charge online retail platform | Name | MM/DD/YY | $2,000/month |
| **PROMOTION** | Digital marketing, social media, and email campaigns | Name | MM/DD/YY | $9,000/month |
| **MARKETING CHANNELS** | Marketing, management, and design teams Positive Charge customers | Name | MM/DD/YY |  |
| **PERFORMANCE STANDARDS** | Positive Charge delivers each value step to consumers. | Name | MM/DD/YY |  |
| **RESULTS MEASUREMENT METHODS** | Quality of experience and satisfaction for Positive Charge customers | Name | MM/DD/YY |  |
| **OTHER** |  |  |  |  |
| **OTHER** |  |  |  |  |
| **OTHER** |  |  |  |  |
| **REVIEW** |  |  |  |  |

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