**SIMPLE MARKETING ACTION
PLAN TEMPLATE EXAMPLE**

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| 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

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| 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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