**MARKETING PLAN VISION BOARD TEMPLATE**

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| Vision | Text |
| What do you want to achieve with this campaign? What positive effect will this campaign have? |

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| --- | --- | --- | --- | --- |
| Product | Campaign | Target Group | Target Group Needs | Business Goals |
| What makes this product stand out? | What makes this campaign stand out? | Who is the target market for this product? | What problem does this campaign address? | What are the needs of the company? |
| * Text
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