

# MARKETING PLAN VISION BOARD TEMPLATE

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



**Product**  
What makes this product stand out?

**Campaign**  
What makes this campaign stand out?

**Target Group**  
Who is the target market for this product?

**Target Group Needs**  
What problem does this campaign address?

**Business Goals**  
What are the needs of the company?

## **DISCLAIMER**

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