**[A green sign with white text

Description automatically generated](https://www.smartsheet.com/try-it?trp=12011&utm_source=template-word&utm_medium=content&utm_campaign=Blank+Marketing+Fishbone+Diagram-word-12011&lpa=Blank+Marketing+Fishbone+Diagram+word+12011)MARKETING FISHBONE DIAGRAM TEMPLATE**

A blue line in a black background

Description automatically generated

Cause

PRICE

Cause

Cause

Cause

PEOPLE / PERSONNEL

Cause

Cause

Cause

Cause

Cause

Cause

Cause

Cause

Cause

POSITIONING

PLACE

PROMOTION

Cause

Cause

Problem Statement

Problem Description

PRODUCT

Cause

Cause

Cause

|  |
| --- |
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