[](https://www.smartsheet.com/try-it?trp=11992&utm_source=template-word&utm_medium=content&utm_campaign=Marketing+Strategy-word-11992&lpa=Marketing+Strategy+word+11992)**MARKETING STRATEGY TEMPLATE**

|  |  |
| --- | --- |
| MARKETING STRATEGY |  |
| MARKETING OBJECTIVES |  |
| COMPETITIVE ADVANTAGE |  |
| BUDGET |  |
| BUYER’S BUYING CYCLE |  |
| UNIQUE VALUE PROPOSITION |  |
| BRANDING |  |

MARKETING MIX

|  |  |  |
| --- | --- | --- |
| CATEGORY | DESCRIPTION | COST |
| PRODUCT |  |  |
| PRICE |  |  |
| PLACE |  |  |
| PROMOTION |  |  |

MARKETING CHANNELS

|  |  |  |
| --- | --- | --- |
| CATEGORY | DESCRIPTION | COST |
| SEARCH ENGINE OPTIMIZATION |  |  |
| DIGITAL PARTNERSHIPS |  |  |
| SOCIAL MEDIA MARKETING |  |  |
| EMAIL MARKETING |  |  |
| OTHER |  |  |

|  |
| --- |
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