

SIMPLE MARKETING ACTION PLAN TEMPLATE EXAMPLE

Try Smartsheet for FREE

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

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				

DISCLAIMER

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.