

Marketing Plan for:

Date:

What is my product (or service)?

What problem does it solve for people?

What are its top 3 unique strengths? What sets it apart?

- 1.
- 2.
- 3.

Who is the product best for (who is my target audience)?

Where do these people hang out (where can I reach them)?

What will my primary strategy for reaching them?

What will my secondary strategies for reaching them?

My marketing philosophy can be summed up as: