**[A blue and white sign

AI-generated content may be incorrect.](https://www.smartsheet.com/try-it?trp=12401&utm_source=template-word&utm_medium=content&utm_campaign=SEO)Marketing Action Plan Template**

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| --- | --- |
| Category | Description |
| **Marketing Smart Goal** |  |
| **Target Audience** |  |
| **Marketing Strategy and Objectives** |  |
| **Budget** |  |
| **Marketing Channels** |  |
| **Metrics / KPI's** |  |

Action Plan

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Action Step | Description | Owner | Due Date | Resources | Cost |
|  |  |  | MM/DD/YY |  | $ |
|  |  |  |  |  | $ |
|  |  |  |  |  | $ |
|  |  |  |  |  | $ |
|  |  |  |  |  | $ |
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