**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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|  |  |   |   |  | $ |

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