**One Page Marketing Plan Template**

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| **Objective** | 1.  2. |
| **Target Audience** | **Buyer Persona 1:**  **Buyer Persona 2:** |
| **SWOT** | **Strengths:**  **Weaknesses:**  **Opportunities:**  **Threats:** |
| **Strategy** | **Positioning:**  **Value Proposition:** |
| **Marketing Mix** | **Product:**  **Promotion:** |
| **Budget and Resources** | **Budget:**  **Resources:** |
| **Key Results** |  |
| **Action Plan** | **Timeline:**  **Actions:** |

