**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:**  |

