



Marketing action plan template

Strategy 1 – strategy name

Outline your strategy, including target market

Activity	Action	Responsible	Timeframe	KPI	Budget	Outcome
<i>Activity description</i>	<i>Actions to be carried out</i>	<i>Nominate person responsible for driving outcome</i>	<i>Anticipated start & completion dates</i>	<i>Anticipated result and measurement method</i>	<i>Nominate budget allocation from marketing budget</i>	<i>Was objective achieved</i>

Activity 1	Action	Responsible	Timeframe	KPI	Budget	Outcome
	1.1					

Activity 2	Action	Responsible	Timeframe	KPI	Budget	Outcome
	1.2					



Strategy 2 – strategy name

Outline your strategy, including target market

Activity 1	Action	Responsible	Timeframe	KPI	Budget	Outcome
	2.1					

Activity 2	Action	Responsible	Timeframe	KPI	Budget	Outcome
	2.2					

Activity 3	Action	Responsible	Timeframe	KPI	Budget	Outcome
	2.3					



Marketing plan timetable

Example timetable

Strategy 1	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
description			1.1	1.1	1.1	1.1						
description						1.2	1.2					
description									1.3			
Strategy 2	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
description	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1
description	2.2	2.2	2.2									
Strategy 3	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
description							3.1	3.1	3.1	3.1		
description				3.2	3.2						3.2	3.2