

Marketing Action Plan



Strategy 1 – strategy name

Outline your strategy, including target market

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

Activity 1	Action	Responsible	Timeframe	KPI	Budget	Outcome
	1.1					

Activity 2	Action	Responsible	Timeframe	KPI	Budget	Outcome
	1.2					

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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 Action Plan



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