

# Marketing Plan

## *strategy slides*



Marketing Plan

This slide shows a high-level overview of a marketing plan, including sections for Executive Summary, Objectives, Strategies, and Budget. It is presented as a single-page document.

Marketing Plan on Page



Vision

Purpose

Goals

Year	2021	2022	2023
Revenue	100	120	150
Profit	20	25	30
Market Share	10%	12%	15%

Vision Purpose



Sales Forecast

Quarter	Q1	Q2	Q3	Q4	Annual Total
Revenue	25	30	35	40	130
Profit	5	6	7	8	26

Sales forecast



Profit statement

Item	2021	2022	2023
Revenue	100	120	150
Cost of Goods Sold	80	95	120
Gross Profit	20	25	30
Operating Expenses	10	12	15
Operating Profit	10	13	15

Profit statement



Marketing Budget

Category	2021	2022	2023
Advertising	50	60	75
Promotions	20	25	30
Public Relations	10	12	15
Marketing Research	5	6	7
Marketing Technology	15	18	22

Marketing Budget



Key Issues and Strategies

Key Issue	Strategy
Market Saturation	Diversification
Competition	Product Differentiation
Customer Retention	Customer Loyalty Programs

Key Issues & Strategies



Strategy

Strategy page



Brand Strategy Roadmap

Brand Strategy Roadmap



Brand Communications Plan

Brand Communications



Innovation Plan

Innovation Plan



Selling and Retail Plan

Selling / Retailing



Competitive Defense Plan

Competitive Defense

# Marketing Plans

**Lei Shi**



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