



# Marketing Plan Worksheet

Date: \_\_\_\_\_  
Company: \_\_\_\_\_  
Product: \_\_\_\_\_

## Objectives

General: \_\_\_\_\_  
\_\_\_\_\_

Specific: \_\_\_\_\_  
\_\_\_\_\_

## Description

General: \_\_\_\_\_  
\_\_\_\_\_

User benefits (list): \_\_\_\_\_  
\_\_\_\_\_

Benefit-supporting features (list): \_\_\_\_\_  
\_\_\_\_\_

## Strategy

General: \_\_\_\_\_  
\_\_\_\_\_

Activities scheduled (list): \_\_\_\_\_  
\_\_\_\_\_

## External Considerations

General assumptions: \_\_\_\_\_  
\_\_\_\_\_

Market characteristics: \_\_\_\_\_  
\_\_\_\_\_

Competitive products: \_\_\_\_\_  
\_\_\_\_\_

## Costs & ROI

Activities: \_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

Overhead: \_\_\_\_\_ \$ \_\_\_\_\_

Total costs: \_\_\_\_\_ \$ \_\_\_\_\_

Anticipated sales: \_\_\_\_\_ \$ \_\_\_\_\_

Estimated return on investment:  
 $\frac{\text{Sales}}{\text{Costs}}$  \_\_\_\_\_