Marketing Tactical Plan

Instructions: Use this template to track the marketing tactics you need to complete as you carry out your marketing strategy.

Status key:
- On track
- Minor glitches that need attention but will not delay the deliverable
- Major glitches that need attention and will (or most likely will) delay the deliverable

Products requirements definition (Sample)

Task	Owner	Actual Expense	Mar	Apr	May	Jun	Jul	Aug	Status	Comments
Complete the products requirement definition document	Tom	$1,500								COMPLETE. Task was in progress for two months and finished at the end of April.
Review with product development team; gather feedback; incorporate feedback	Tom	400								Tom has set up a meeting with the team next week.
Give document to product development for prototype development	Michelle	500								we need to work around her absence. We will be able to complete this task, but we need to make sure that the schedule doesn't slip.
Total Expense:		**$2,400**								
Total Elapse Time:	3	Months								
Dependencies on:	Marketing strategy									
Dependencies for:	Pricing, Marketing communications activities									
General comments:	Initial feedback from product development team was very positive—things are looking good!									

<Key Marketing Deliverable>

Task	Owner	Expense	Mon	Mon	Mon	Mon	Mon	Mon	Status	Comments
		$0								
		0								
		0								
		0								
		0								
		0								