

# The Marketing Plan-on-a-Page Template

Business Objectives	Marketing Priorities	Marketing Goals	Marketing Strategy	Key Actions	Dependencies and Risks
<p><i>What the company wants to achieve</i></p> 	<p><i>The top areas of focus for marketing leadership</i></p> 	<p><i>What marketing will contribute to business objectives</i></p> 	<p><i>The approach marketing takes to achieve its goals</i></p> 	<p><i>How the marketing strategy will be executed</i></p> 	<p><i>What must be addressed for the strategy to work</i></p> 