

Marketing Plan Template

1. Executive Summary (Done Last)

Keep in mind that not everyone will read every page of your marketing plan. Your executive summary should highlight the most important parts. It's an overview of your marketing plan.

As you go through the process of writing your plan you will refine your ideas and develop new strategies. By writing the executive summary at the very last you will be able to provide a holistic overview of your marketing plan.

It is recommended that you include the following points in your executive summary:

- ***Brief description of products or services***
- ***Define target market***
- ***Competitive advantage***

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Competitive advantage can come from any element of your marketing mix - creating a superior product, more attractive designs, better service, more effective distribution or better advertising.

Competitive advantage comes down to understanding what your customer values, delivering it and doing it better than your competitor.