# Marketing Action Plan template

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| MARKETING ACTION PLAN | | | | |
| **What to do** | **Who?** | **What other resources are needed?** | **When?** | **High / Medium / Low priority** |
| Develop email pieces promoting new packages to send to previous customers. | Me | Time  Graphic design | Immediately | High |

Your Marketing Action Plan should include the following components: a pricing strategy, advertising, electronic marketing, relationship marketing and public relations / media strategy.