Marketing Action Plan - Template

## How to use this document

Use this template to outline your marketing action plan. Your plan should include a:

* pricing strategy
* advertising strategy
* electronic marketing strategy
* relationship marketing strategy
* public relations/media strategy.

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| --- | --- | --- | --- | --- |
| 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 |