**Marketing action plan**

**TEMPLATE**

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# Marketing action plan

1. Refer to your business plan and list your high-priority marketing initiatives.
2. Describe what you need to do in as much detail as required. Rename or adjust the fields to make relevant to your business.
3. Continue to update and refer to your marketing action plan.

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| Initiative | Tasks | Team member/supplier | Timing | Budget | KPIs |
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**Your next step**: Incorporate in the key-actions marketing section of your business plan and use this as a work-in-progress report.