

One Page Marketing Plan

OVERVIEW	
BUSINESS OBJECTIVE(S)	
THE PROBLEM	
OUR SOLUTION	
COMPETITIVE ADVANTAGE	
CUSTOMER AVATAR	
MARKETING OBJECTIVES	

ACTION PLAN			
THE 4 P'S	PRODUCT		
	PRICE		
	PLACE		
	PROMOTION		
CHANNELS			
KPI 1		KPI 3	
KPI 2		KPI 4	