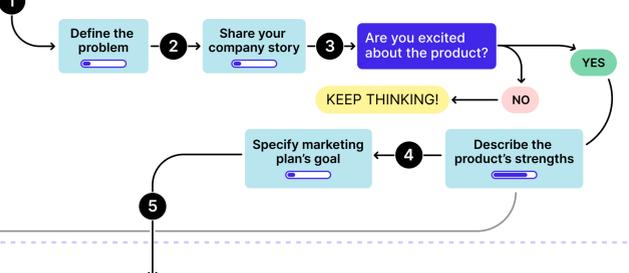


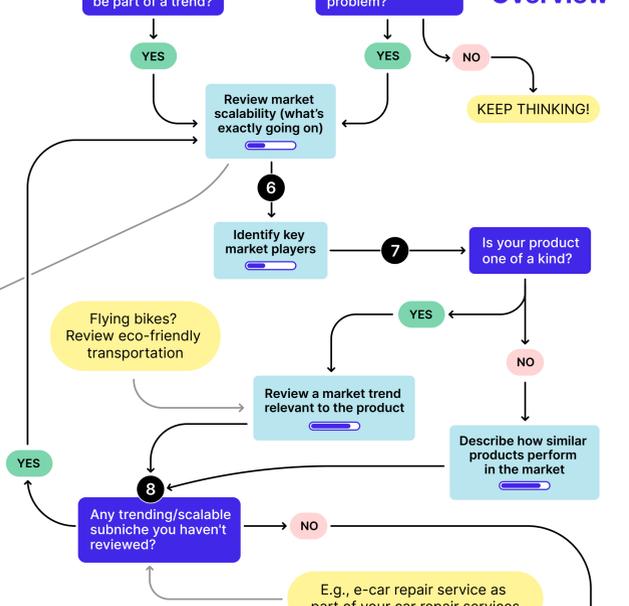
Complete Marketing Plan in 23 Steps



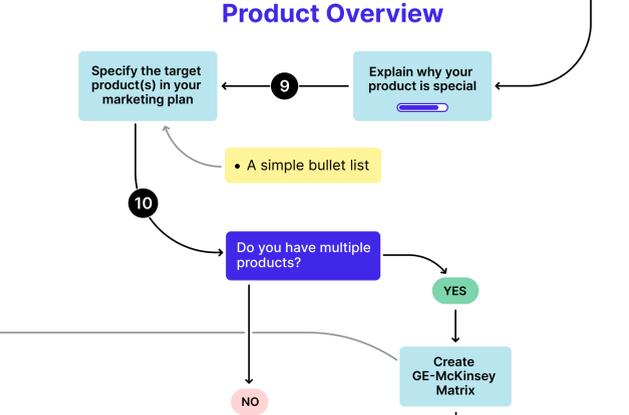
Brand Introduction



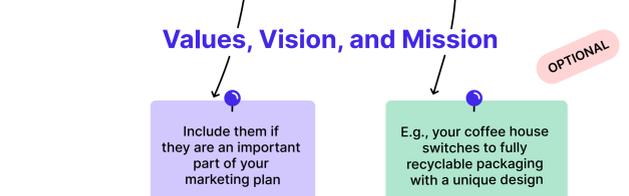
Market Overview



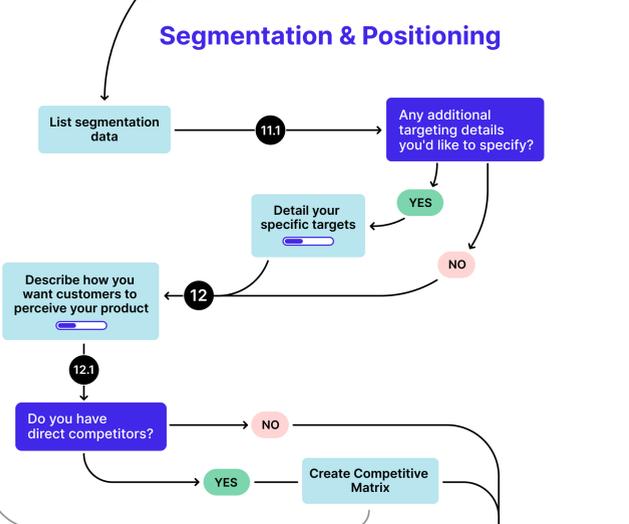
Product Overview



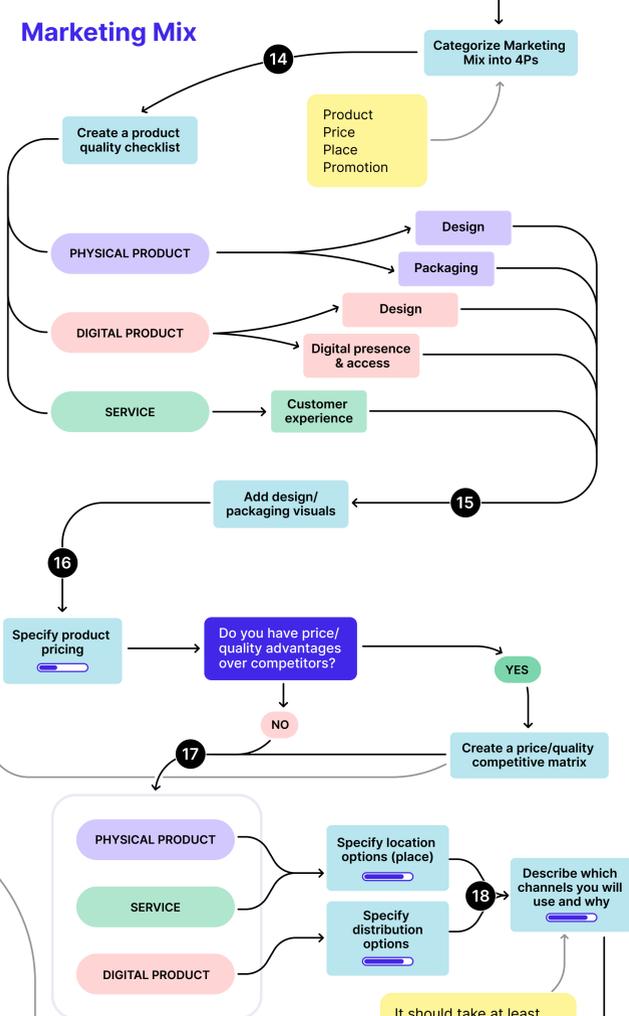
Values, Vision, and Mission



Segmentation & Positioning



Marketing Mix



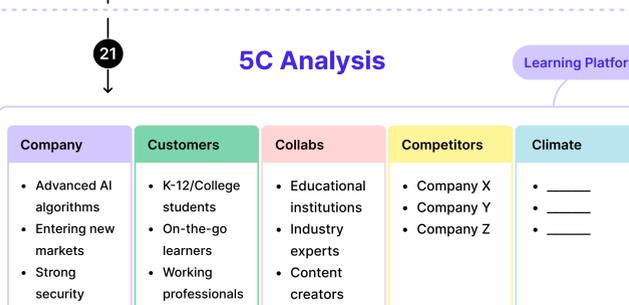
Marketing Actions



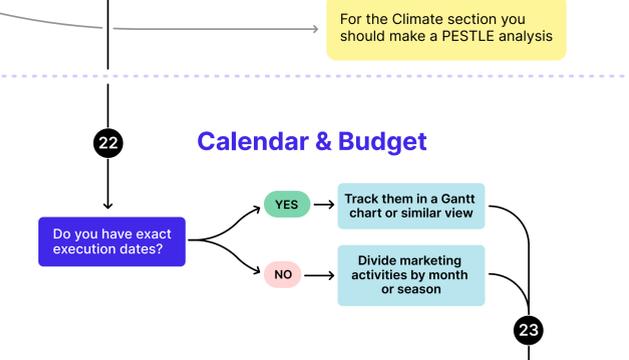
SWOT Analysis



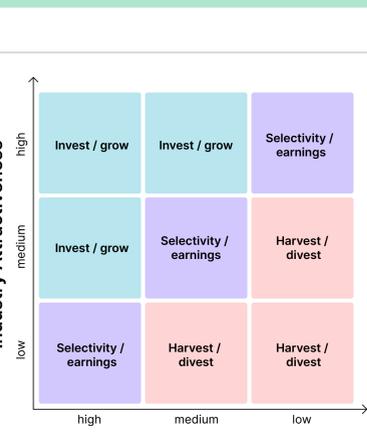
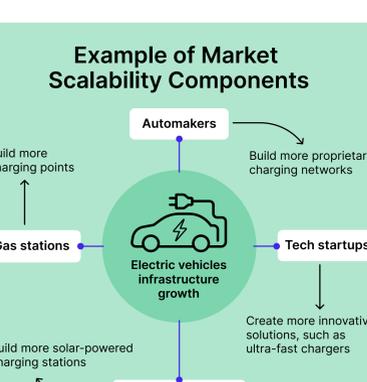
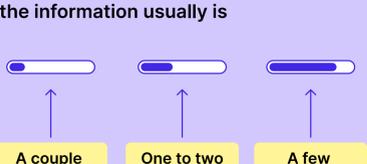
5C Analysis



Calendar & Budget



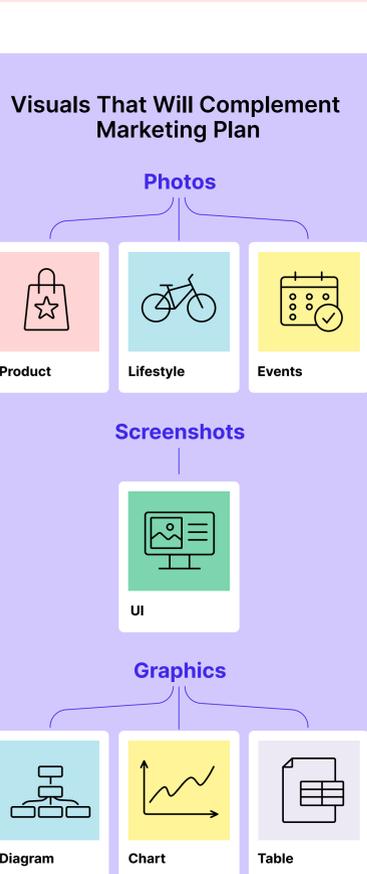
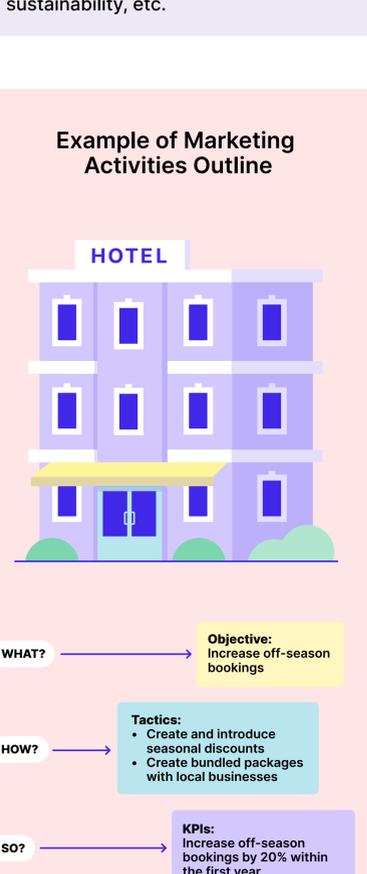
The progress bar below the **action steps** gives you an idea of how brief or broad the information usually is



Place the products that will be involved in the marketing activities inside the relevant sections according to their current condition



You can build the matrix using any pair of parameters that can be directly or inversely proportional, e.g. ease of use & features, innovation & environmental sustainability, etc.



This information also summarizes all the key points outlined in your marketing plan