Marketing Plan attachment - a broad approach for advanced teams

*Team name or logo*

1. Present state

*Estimate your startup´s present state with SWOT-analysis:*

|  |  |
| --- | --- |
| *Strengths* | *Weaknesses* |
| *Opportunities* | *Threats* |

1. Division of work

*Identify the roles you need to fill to achieve your marketing objectives.*

*Outline your plan's contributors and their responsibilities.*

1. Action! – Practical implementation calendar

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| --- | --- |
| Month | Action + responsible person |
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1. Budget

*Usually companies budget a certain percent for marketing, for example 4% of their whole budget (or then they estimate the costs after deciding which channels will be used).*