



VERSION [0.0]

[DATE]

replace with
LOGO

TACTICAL MARKETING PLAN

[DOCUMENT SUBTITLE]

PRESENTED BY: MARK DUIGNAN

[COMPANY NAME]

[COMPANY ADDRESS]



TACTICAL MARKETING PLAN

[Use the Tactical Marketing Plan to identify the action items and expectations that surround marketing your product or service. Use this template to begin the process of brainstorming and building your marketing plan.]

PLAN OVERVIEW

Practice:	
Name of Campaign:	
Campaign Manager:	
Subject Matter Expert:	

OBJECTIVE

[Describe your objective.]

TARGET MARKET

[In this section, you need to define your current customers and the potential customers you want to target.]

PRODUCT DEMOGRAPHICS

[Describe your product demographics.]

TARGET CONTACT DEMOGRAPHICS

[Describe your target contact demographics.]

MESSAGE SUMMARY

[Summarize your message.]

CALL TO ACTION

[Use this section to brainstorm words or phrases that ask the customer to take action.]

WHAT IS THE DESIRED OUTCOME?

[Describe your desired outcome.]

WHAT IS THE PULL-THROUGH OFFER?

[Define your pull-through offer.]

PROCESS

LIST DEVELOPMENT

[Describe your list development.]

PROSPECTING MECHANISM

[Describe your prospecting mechanism.]

PRE-EVENT FOLLOW-UP

[Define your pre-event follow-up.]

POST-EVENT FOLLOW-UP

[Define your post-event follow-up.]

OPPORTUNITY QUALIFICATION PROCESS AND CRITERIA

[Define your opportunity qualification process and criteria.]

PROJECT PLAN

NECESSARY EVENT RESOURCES

Resource	Role	Estimated Work Hours

BUDGET

[Compile a list of pertinent items that you will use to create your budget line items (for example, booth rental, amenities, travel). Use the Marketing Budget Plan template to build your final budget.]

- [List all pertinent items.]

[Define all pertinent items.]

METRICS AND EXPECTATIONS

- [List all metrics and expectations.]

[Define all metrics and expectations.]

APPROVAL

Title	Name	Date 1	Date 2
CEO		[Date 1]	[Date 2]
Campaign Manager		[Date 1]	[Date 2]
Product Manager		[Date 1]	[Date 2]
Project Manager		[Date 1]	[Date 2]
[Title]		[Date 1]	[Date 2]
[Title]		[Date 1]	[Date 2]

CAMPAIGN SIGN-OFF

The undersigned accept this Marketing Campaign as described herein.

Print First and Last Name	Title	Signature	Date
Print First and Last Name	Title	Signature	Date
Print First and Last Name	Title	Signature	Date
Print First and Last Name	Title	Signature	Date
Print First and Last Name	Title	Signature	Date
Print First and Last Name	Title	Signature	Date
Print First and Last Name	Title	Signature	Date
Partner (Printed Name)	Partner (Signature)		Date
Print First and Last Name	Title	Signature	Date

Note: Additional signatures might be required if the document changes significantly per the client's request.