# **YOUR MARKETING PLAN**



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A marketing plan is a business document outlining your marketing strategy and tactics. It's often focused on a specific period of time (i.e. over the next 12 months) and covers a variety of marketing-related details, such as costs, goals, and action steps.

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Your approach also changes when you create a corporate marketing plan versus a nonprofit marketing plan, or a public-sector marketing plan. Here s a marketing plan example, to give you an idea of the type of content you could include.

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