

Marketing Action Plan Framework

OBJECTIVE <i>enter objective here:</i>			
GOALS		STRATEGIES	
Goal 1	<i>add goal here</i>	Strategies	<i>add strategy here</i>
Goal 2	<i>add goal here</i>	Strategies	<i>add strategy here</i>
Goal 3	<i>add goal here</i>	Strategies	<i>add strategy here</i>
KPI Measure 1	KPI Measure 2	KPI Measure 3	KPI Measure 4
<i>add KPI measures / strategies</i>	<i>add KPI measures / strategies</i>	<i>add KPI measures / strategies</i>	<i>add KPI measures / strategies</i>
Tactical Actions 1	Tactical Actions 2	Tactical Actions 3	Tactical Actions 4
<i>add tactical actions here</i>	<i>add tactical actions here</i>	<i>add tactical actions here</i>	<i>add tactical actions here</i>