

• FREE TEMPLATE · 2026 EDITION

# Strategic Marketing Plan Template

Fill-in-the-blank framework from situation analysis to execution for enterprise marketing leaders.

TRUSTED BY ENTERPRISE MARKETING TEAMS AT

Activision · ASUS · SoftwareOne · Booyah Advertising · Nasdaq

**1000+**

DATA CONNECTORS

**90 hrs**

SAVED / WEEK

**99.9%**

DATA ACCURACY

**~8 min**

READ TIME

# Situation Analysis & SWOT

Document your current market position. Fill in each field to create a single-page snapshot that aligns stakeholders before strategy begins.

## MARKET OVERVIEW

## CUSTOMER SEGMENTS

## COMPETITIVE LANDSCAPE

## SWOT ANALYSIS

### S — Strengths

### W — Weaknesses

### O — Opportunities

### T — Threats

### PRO TIP

Connect Improvado to pull real-time spend and performance data so every SWOT insight is backed by numbers, not assumptions.

# Objectives & Strategy

Set SMART objectives and map them to three core strategy pillars. Each objective needs a measurable target and a deadline.

## SMART OBJECTIVES

OBJECTIVE	METRIC	TARGET	DEADLINE
e.g., Increase MQLs	MQL count	+40% YoY	Q4 2026

## STRATEGY PILLARS

<p><b>Acquisition</b></p> <p>KEY INITIATIVE</p> <input type="text"/> <p>PRIMARY KPI</p> <input type="text"/> <p>BUDGET %</p> <input type="text" value="__ %"/>	<p><b>Retention</b></p> <p>KEY INITIATIVE</p> <input type="text"/> <p>PRIMARY KPI</p> <input type="text"/> <p>BUDGET %</p> <input type="text" value="__ %"/>	<p><b>Brand</b></p> <p>KEY INITIATIVE</p> <input type="text"/> <p>PRIMARY KPI</p> <input type="text"/> <p>BUDGET %</p> <input type="text" value="__ %"/>
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### PRO TIP

Acquisition + Retention + Brand budget shares should total 100%. Use Improvado dashboards to track each pillar's ROI in real time and rebalance quarterly.

# Tactics & Budget

Map every channel to a tactic, budget, KPI, and owner. The summary row auto-totals when you fill in monthly budgets.

CHANNEL	TACTIC	MONTHLY BUDGET	KPI	OWNER
Paid Search		\$		
Social		\$		
SEO		\$		
Content		\$		
Email		\$		
Events		\$		
PR		\$		
Partnerships		\$		

## BUDGET SUMMARY

MONTHLY TOTAL

\$\_\_\_\_\_

QUARTERLY TOTAL

\$\_\_\_\_\_

ANNUAL TOTAL

\$\_\_\_\_\_

% OF REVENUE

\_\_ %

### PRO TIP

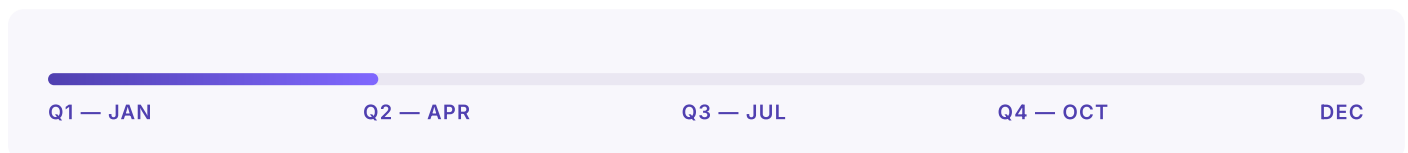
Improvado pulls spend data from 1000+ connectors into a single view so you can compare planned vs. actual budget in real time.

# Quarterly OKR Tracker

Track one key objective per quarter with three measurable key results. Update the progress column monthly to stay on course.

QUARTER	OBJECTIVE	KEY RESULTS	PROGRESS	STATUS
Q1		KR1: KR2: KR3:	— %	Not Started
Q2		KR1: KR2: KR3:	— %	Not Started
Q3		KR1: KR2: KR3:	— %	Not Started
Q4		KR1: KR2: KR3:	— %	Not Started

## ANNUAL TIMELINE



### PRO TIP

Improvado automates cross-channel reporting so you can review OKR progress against live data every week instead of waiting for month-end.

# See How Improvado Unifies Marketing Data Across 1000+ Connectors

Stop toggling between platforms. Get every channel, campaign, and creative in one place — ready for analysis in minutes, not weeks.

[Book a Demo](#)

[improvado.io](https://improvado.io)