

# Template — Marketing Strategy and Positioning (2 of 2)

Marketing Channel	Tactic	Objective	Estimated Cost	Timing	Prioritization ( H / M / L )
Sales Force	• Product efficacy messaging	• Generate awareness of product benefits	• \$300,000	• 9 months	• Medium
	• Safety brochure	•	•	•	•
	•	•	•	•	•
Mass Media	•	•	•	•	•
	•	•	•	•	•
	•	•	•	•	•
Events	•	•	•	•	•
	•	•	•	•	•
	•	•	•	•	•
	•	•	•	•	•