| YOUR COMPANY LOGO |
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[Company Name]

Marketing Plan

# 

# Executive Summary

The executive summary is an overview of the marketing plan. Summarize the company’s business initiatives, its products and services, brand positioning and marketing objectives. This could be the first time the reader learns about the unique value proposition of your business. It’s always easiest to write this section last.

# Products & Services

Clarify exactly what your business offers and your plans for future growth of the business.

* Describe the products and/or services you offer in detail.
* Explain the features of each product/service and what benefit those features will bring to your customers.
* Describe your future growth plans like adding new products/services. Are they an extension or expansion of your current offerings, or are they completely different?
* Add any other information about your product or services you think is important

# ​​Target Customers

Who is currently buying or most likely to buy your products and services in the future? Is your market a specific segment of the population?

Describe their general demographic characteristics of your customers. How old are they? Where do they live and work, and what is their income level? What are their lifestyles, interests, beliefs?

How large is your market? Provide some numerical estimates based on research. How many customers do you expect to serve each month? How often will they buy? How much will they spend? Is the market growing or shrinking?

# Unique Selling Proposition

A Unique Selling Proposition is your competitive advantage in the market. Identify what makes your product or service unique. What problem are you fixing for your target customer that your competition is not?

# Competitive Analysis

Identify your direct and indirect competition.

Direct competitors sell products and services similar to yours. Indirect competitors sell products and services that are substitutes for yours. By analyzing your competition, you’ll get ideas about good practices you should adopt, and avoid making the same mistakes as your competitors.

List your competitors.

* Compare their products and services, prices, quality, advertising, management, location, customer service, marketing, reputation and image, etc. to your planned business.
* What special features and benefits do they offer? Think about how you will compete. Does your competition utilize sustainable business practices? Are your competitors large chains or small independent businesses?
* Explain where your products/services “fit” within your industry.
* How will you address the needs of your customers better than your competition?

## SWOT Analysis

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

**Strengths** are internal advantages, things the business is already doing well, or the company’s competitive edge.

**Weaknesses** are internal inefficiencies, areas where the business is falling behind the competition or is lacking resources.

**Opportunities** are areas in the marketplace where competition is weak and your business has potential. Use the PEST (political, economical, social, technological) analysis to cover all the bases).

**Threats** are areas where the competition is strong or there is a market trend with potential to harm your business. Again, use the PEST analysis here.

|  | STRENGTHS  1.  2.  3.  4. | WEAKNESSES  1.  2.  3.  4. |
| --- | --- | --- |
| OPPORTUNITIES  1.  2.  3.  4. | Opportunity-Strength Strategies.  *Use strengths to take advantage of opportunities.*  1.  2. | Opportunity-Weakness Strategies.  *Overcome weaknesses by taking advantage of opportunities.*  1.  2. |
| THREATS  1.  2.  3.  4. | Threat-Strength Strategies  *Use strengths to avoid threats.*  1.  2. | Threat-Weakness Strategies  *Minimize weaknesses and avoid threats.*  1.  2. |

# Environmental Analysis

## The Marketing Environment

### Competitive Forces

### Economic Forces

### Political Forces

### Legal and Regulatory Forces

### Technological Forces

### Sociocultural Forces

# Marketing Strategies

## Marketing Mix

Present a clear and concise picture of how you plan to market/sell and how these strategies will produce profits. The marketing strategies that you use will depend on who you have established as your target customer. Knowing where you fit in the market, and what channels your target customers use will help you design your marketing strategies

1. Product and packaging
2. Price and sales volume
3. Distribution
4. Promotion, advertising, direct selling
5. Customer service

## Joint Ventures and Partnerships

Are there joint ventures or partnerships that you could forge with other organizations/businesses in order to help reach new customers or retain existing customers?

Think about what your customers buy before, during, and/or after they buy from your company. Many of the companies who sell these products or services could be potential partners for your business.

## Retention Strategy

Identify and document the strategies you will use to retain your current customer base.

# Financial Projections

Identify your marketing expenditures and projected revenue based on these efforts.

# Marketing Implementation

The implementation phase of the marketing plan makes sure the marketing activities happen in the correct time and sequence for success.

Set realistic and tangible goals to evaluate your marketing success. Make sure you are taking the time to ask (and record) how your customers are hearing about you.

Marketing goals should fit and support your overall business goals. They should be measurable, specific and realistic for your business. Common marketing goals include: sales dollars, units sold, market share, mix of products or services, ROI on advertising expenditures, brand awareness, public relations placements, number of new accounts/customers, and sales conversation rates.

## Activities

Plan your implementation by breaking down all the activities outlined in your strategy. List them out and include a short description.

## Responsibility

Assign the roles and responsibilities for completing each activity listed above.

## Timetables for Completion

Estimate the timeline for accomplishing each activity or specify if it’s ongoing.

# Evaluation and Control

Develop benchmarks to measure progress. Regular reviews of objectives will provide feedback and possible corrective actions. Regular data collection and analysis can guide optimization or change of marketing strategies.

## Performance Standards

Evaluating the marketing plan means looking at the data and examining whether or not the company achieved its strategy objectives from the implementation phase. If it did, the steps can be replicated for future success. If not, changes can be made to improve performance and results.

Identify the goal posts for success that activities will be reviewed against.

## Monitoring Procedures

List the ways in which you will monitor the progress and performance of each marketing activity.

## Adjustments

If the environment changes, your marketing strategies may need re-evaluation. Identify the ways you can adjust your strategies to respond to under-performance.