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Business Planning for History-Related Projects

Marketing Plan and Sales
Strategy

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5. Marketing plan and Sales Strategy

5.1. Marketing plan

5.2. Sales Strategy

Marketing plan includes increasing customer awareness, delivering a message about your product or service, and identifying customer prospects. Sales plan involves various efforts to convince those potential customers to buy.

5.1. Marketing plan

Marketing plan focuses on how the firm will actually find customers and persuade them to buy its product.

Company's message

Your Company's Message may

- emphasize particular attributes
“low-price leader”;
- exploit a market niche “software for architects”
- be aimed at the customer's self-image
“the choice of a new generation”

The Four P's of Marketing

- **1. Product.** A product refers to an item that satisfies the consumer's needs or wants.
- **2. Price.** The cost advantage.
- **3. Place.** The location's convenience.
- **4. Promotion.** The amount and nature of the marketing activities. Advertising, PR, Sales Promotion, Personal Selling and Social Media.

The Extended Marketing Mix

- **5. People.** All companies are reliant on the people who run them from front line Sales staff to the Managing Director.
- **6. Processes.** The procedures, mechanisms and flow of activities by which services or products are delivered.
- **7. Physical Evidence.** the space, artifacts as souvenirs, furniture, interior design
- **8. Productivity & Quality.** This P asks “is what you’re offering your customer a good deal?”

What Customers Want: The Five F's

- **1. Functions.** How does the product or service meet their concrete needs?
- **2. Finances.** How will the purchase affect their overall financial situation?
- **3. Freedom.** How will they gain more time and less worry in other aspects of their lives?
- **4. Feelings.** How does the product or service make customers feel about themselves, and how does it affect and relate to their self-image?
- **5. Future.** How will they deal with the product or service and company over time? Will support and service be available?

Primary message

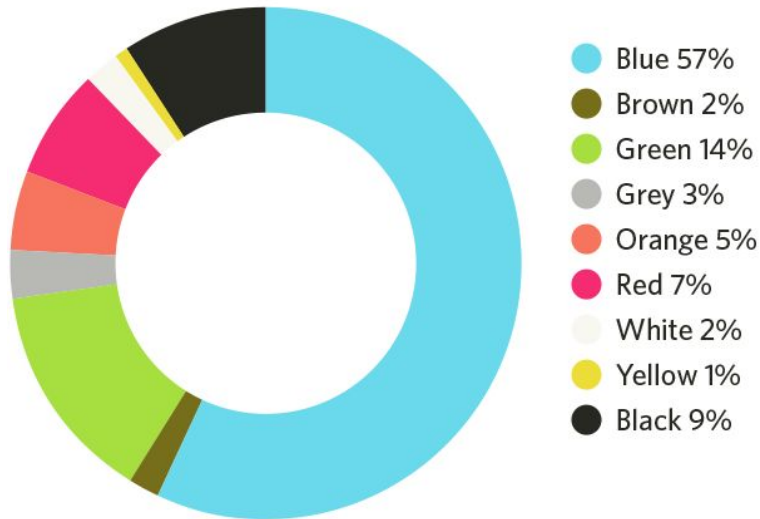
- **your primary message must concentrate on one or two of these benefits**
- You communicate these benefits **through every interaction** you have with your customers

the Indirect Message

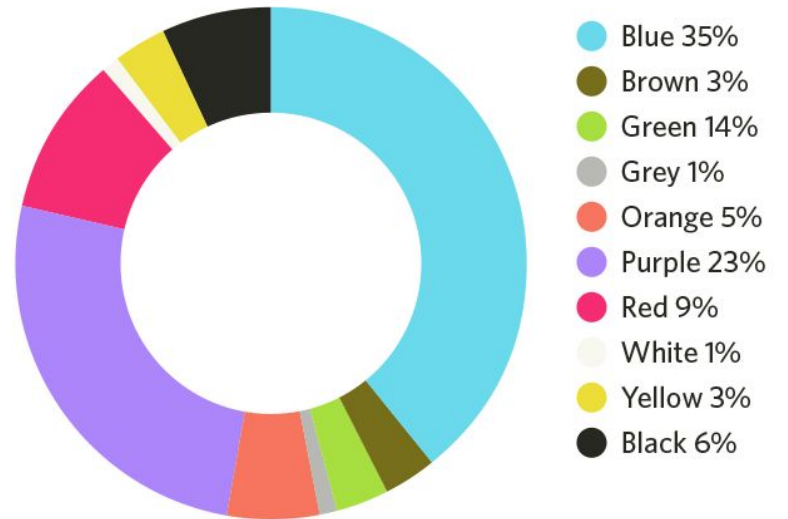
- *“Everything supports the vision. That’s the key in retailing. Everything must reinforce the central concept you are trying to convey to your target market, including your product lines, the customer service you offer, architectural design, the hours you’re open, even the type of bags you use.”*

Men's and women's favorite colors

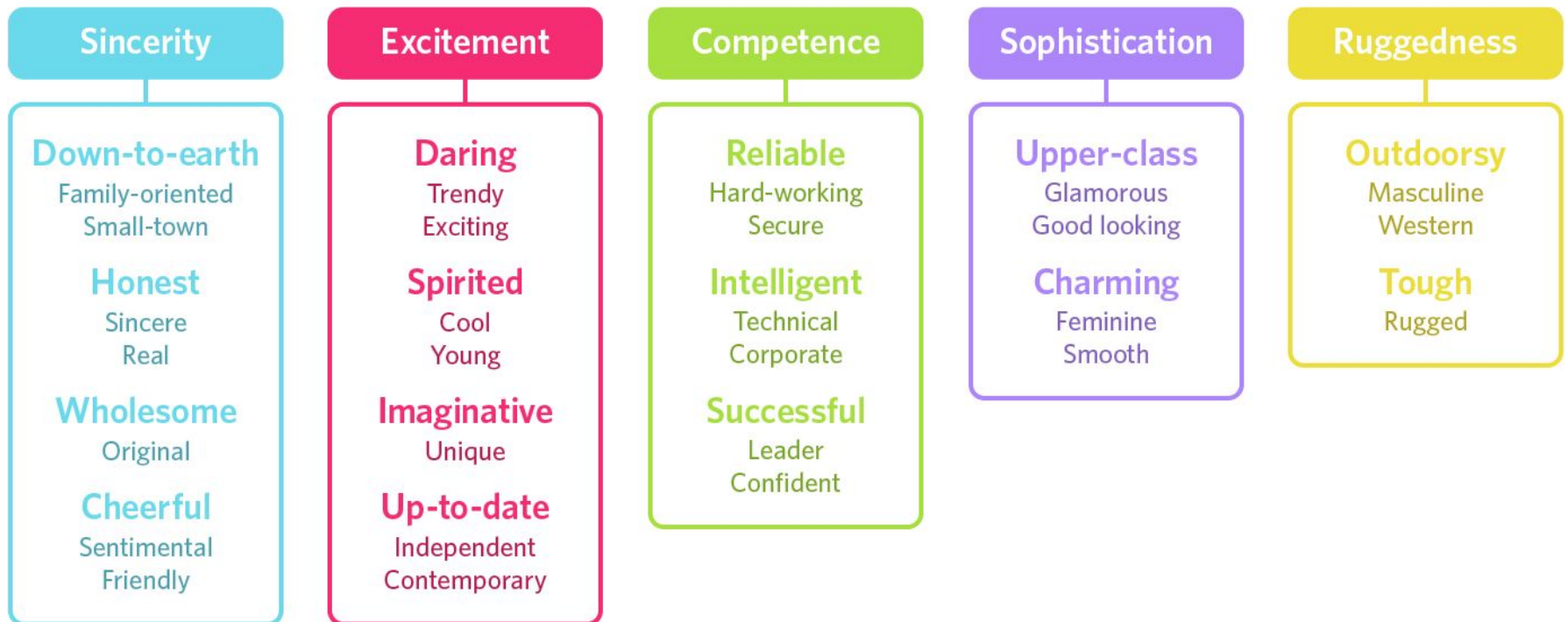
Men



Women



5 Dimensions of Brand Personality



Marketing Strategy

you must describe how you disseminate the information about your company.

- **Fit.** Your marketing vehicles must reach your actual target customer and be appropriate to your image.
- **Mix.** Use more than one method so customers get exposure to you from a number of sources.
- **Repetition.** It takes many exposures before a customer becomes aware of a message.
- **Affordability.**

the Marketing Vehicles

- Brochures. Leaflets, flyers.
- Company Website
- Print Media.
- Broadcast Media.
- Social Networking.
- Online Advertising.

the Marketing Vehicles

- Advertising Specialties.
- Direct Mail. Flyers, catalogues, brochures, and coupons.
- Email mailings.
- Public Relations.
- Sampling.
- Informal Marketing/Networking.

Traditional Marketing Tactics

- Media Advertising
- Customer-Based Marketing
- Strategic Partnerships (Cooperative Advertising; Distribution Agreement; Bundling. This is a relationship between two companies where one company includes another company's product or services as part of a total package)

Traditional Marketing Tactics

- Special Offers/Promotions
- Premiums
- Online Marketing Tactics (Social Networking Sites; blogs; search engine optimization (SEO), search engine marketing (SEM))
- Email Newsletters
- Online Advertising

5.2 Sales Strategy

- the sales force
- the sales process

Sales Force (Sales Personnel)

1. Inside Sales Personnel.
2. Outside Sales Personnel.
 - How do you pay your sales force?
 - What commission percentage do you provide?
 - Do you give bonuses for reaching certain goals?

Sales Process

How will actual sales be achieved?

- On-site sales
- Mail order sales
- Telephone sales
- Online sales
- Off-site sales (such as at the customer's place of business)
- Third-party sales

Complete your Marketing and Sales Plan

- Marketing Budget
- Sales Projections

Sales Projections

	JAN	FEB	MARCH	...
Product Line #1				
Unit volume				
Unit price				
Gross sales				
(Commissions)				
(Returns and allowances)				
Net Sales				
(Cost of Goods Sold)				
GROSS PROFIT				
Product Line #2				
Product Line #3				
TOTAL NET SALES				
TOTAL GROSS PROFIT				

Thank you for attention!

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<https://vk.com/bp4hp>