

MARKETING PLAN

Your Name

Market Summary

- Market: Past, present, and future
 - Review changes in market share, leadership, players, market shifts, costs, pricing, and competition

Product Definition

- Describe the product or service being marketed

Competition

- The competitive landscape
 - Provide an overview of product competitors, and their strengths and weaknesses
 - Position each competitor's product against the new product

Positioning

- Positioning of product or service
 - Statement that distinctly defines the product in its market and against its competition over time
- Consumer promise
 - Statement summarizing the benefit of the product or service to the consumer

Communication Strategies



- Messaging by audience
- Target consumer demographics

Packaging and Fulfillment

- Product packaging
 - Discuss form factor, pricing, look, and strategy
 - Discuss fulfillment issues for items not shipped directly with the product
- COGs
 - Summarize cost of goods and high-level bill of materials

Launch Strategies

- Launch plan
 - If product is being announced
- Promotion budget
- Supply backup material with detailed budget information for review

Public Relations

- Strategy and execution
 - PR strategies
 - PR plan highlights
 - Have backup PR plan including editorial calendars, speaking engagements, conference schedules, etc.

Advertising

- Strategy and execution
 - Overview of strategy
 - Overview of media and timing
 - Overview of ad spending

Other Promotion

- Direct marketing
 - Overview of strategy, vehicles, and timing
 - Overview of response targets, goals, and budget
- Third-party marketing
 - Co-marketing arrangements with other companies
- Marketing programs
 - Other promotional programs

Pricing



- Pricing
 - Summarize specific pricing or pricing strategies
 - Compare to similar products
- Policies
 - Summarize policy relevant to understanding key pricing issues

Distribution

- Distribution strategy
- Channels of distribution
 - Summarize channels of distribution
- Distribution by channel
- Show plan of what percent share of distribution will be contributed by each channel – a pie chart might be helpful

Vertical Markets/Segments

- Vertical market opportunities
 - Discuss specific market segment opportunities
 - Address distribution strategies for those markets or segments
 - Address use of third-party partner role in distribution to vertical markets

International

- International distribution
 - Address distribution strategies
 - Discuss issues specific to international distribution
- International pricing strategy
- Localization issues
 - Highlight requirements for local product variations

Success Metrics



- First year goals
- Additional year goals
- Measures of success/failure
- Requirements for success

Schedule



- 18-month schedule highlights
- Timing
 - Isolate timing dependencies critical to success