Marketing Plan

* Template -

by: **Your Name**

Date: **Due Date**

Class: **MGMT211 – Introduction to Marketing**

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# 1. Executive Summary

* Business definition
* Scope
* Goals
* Strategies
* Budget

# 2. Situation Analysis

## Competitive Analysis

* Matrix

## Company Analysis

* Strengths
* Weaknesses

## Product Analysis

* Feature-benefit ladder

## Customer Analysis

* Importance ratings
* Perception ratings
* Buying process

## Market Analysis

* Opportunity by customer type

# 3. Strategy

## Segmentation

* Demographic
* Geographic
* Behavioral
* Psychographic

## Targeting

* Opportunity by segment

## Positioning

* Five-box chart
* Reasons to believe (RTBs)

## Goals

* Specific
* Measurable
* Attainable
* Relevant
* Time bound

# 4. Tactics

## Products and Services

* Features
* Performance
* Design
* Customer experience

## Pricing

* Value analysis
* Recommended prices

## Price Communication

* Who
* What
* Why
* When
* Where

## Promotion

* Objectives
  + Basic awareness
  + Top-of-mind awareness
  + Information awareness
  + Image awareness
  + Behavioral awareness
* Media
  + Channel
  + Frequency

## Social Media

* Listen
* Join
* Shape

## Channel

* Length
* Breadth
* Depth

## Financials

* Revenue projections
* Budget

# 5. Implementation

* Timing and Responsibility

# 6. Measurement

* Key performance indicators
* Breakeven analysis
* Customer lifetime value analysis