

# Marketing Plan Outline

## I. Executive Summary

A high-level summary of the marketing plan.

## II. The Challenge

Brief description of product to be marketed and associated goals, such as sales figures and strategic goals.

## III. Situation Analysis

### Company

- Focus
- Culture
- Strengths
- Weaknesses
- Market share
- Goals

### Customers

- Number
- Type
- Value drivers
- Decision process
- Concentration of customer base for particular products

### Competitors

- Market position
- Strengths
- Weaknesses
- Market shares

### Collaborators

- Subsidiaries, joint ventures, and distributors, etc.

## IV. Market Segmentation

### Segment 1

- Description
- Percent of sales

- What they want
- How they use product
- Support requirements
- How to reach them
- Price sensitivity

#### Segment 2

- Description
- Percent of sales
- What they want
- How they use product
- Support requirements
- How to reach them
- Price sensitivity

### **V. Alternative Marketing Strategies**

List and discuss the alternatives that were considered before arriving at the recommended strategy.

Alternatives might include discontinuing a product, re-branding, positioning as a premium or value product, etc.

### **VI. Selected Marketing Strategy**

Discuss why the strategy was selected, then discuss the marketing mix decisions of product, promotion, price, and placement (distribution).

#### Product

The product decisions should consider the product's advantages and how they will be leveraged. Product decisions should include:

- Brand name
- Quality
- Scope of product line
- Warranty
- Packaging
- Promotion
- Product positioning
- Advertising, including how much and which media.
- Public relations

Promotional programs

Budget; determine break-even point for any additional spending

Projected results of the promotional programs

Price

Discuss pricing strategy, expected volume, and decisions for the following pricing variables:

List price

Discounts

Bundling

Payment terms and financing options

Leasing options

Placement (Distribution)

Decision variables include:

Distribution channels, such as direct, retail, distributors & intermediates

Motivating the channel - for example, distributor margins

Criteria for evaluating distributors

Locations

Logistics, including transportation, warehousing, and order fulfillment

## **VII. Short & Long-Term Projections**

The selected strategy's immediate effects, expected long-term results, and any special actions required to achieve them. This section may include forecasts of revenues and expenses as well as the results of a break-even analysis.

## **VIII. Conclusion**

Summarize all of the above.