

MARKETING PLAN OUTLINE

(Recommended Length: 3-5 pages)

1. Company Name

2. Marketing or Promotional Statement

5-7 words briefly describing your business and its product or service

3. Product or Service Description

Nature and detailed description of your product or service

What do you sell?

What are the benefits your products/services?

What is special, unique, or different about your product or service?

Describe your Unique Selling Proposition (USP).

4. Market Analysis

Service/Industry Background and Description

Market Segments

Current Market Situation Analysis

Competitive Analysis - Strengths, Weaknesses, Opportunities and Threats

Marketing Research

Who are your competitors?

What do your competitors do better than you?

What do you do better than your competitors?

What is your competitive position?

How large is your overall market?

What is your market share?

Is your market share increasing, shrinking, or stable?

How do your prices compare to your competitors' prices?

How do you establish prices?

What are your business strengths?

What are your business weaknesses?

What might keep you from achieving your goals?

Is your market changing in any ways?

What facts or new information do you need to figure out?

5. Target Market

Target Market Definition

Demographic and Psychographic Profile for Primary and Secondary Customers

What are your target markets?

Who are your current customers?

What are their buying habits?

Why do your customers actually buy your goods/services?

Who are your best customers and prospects?

Marketing Plan Outline (Continued)

6. Marketing Objectives

Revenues (Year one, Year two, Year three)

Profits (Year one, Year two, Year three)

Market Share – Optional

What are your overall goals?

7. Sales Plan

Prospect Identification

Creating Awareness

Creating Conviction

Creating Orders and Reorders

How do you sell your product/service?

What are your sales practices?

8. Creative Strategy

- Unique Selling Proposition

- Copy/Tone Theme

- Visual/Image Theme

- Incentive

How will you communicate your marketing message?

9. Media and Communications Strategy/Tactics

Radio

Print

Guerilla Tactics

TV

Direct Mail

Internet

Cable

Out-door

Yellow Pages

Miscellaneous

What will be your media mix?

What is your rationale for using media?

10. Other Marketing Activities

Trade Shows

Event Marketing

Public Relations

Telemarketing

Cause Related Marketing

Open Houses

Seminars and Conference Presentations

Collateral Material

Personal Selling

On-going Marketing Research

Promotions

Miscellaneous

How do you promote your business?

11. Budget

How much will your marketing efforts cost by item and total?

What percentage of sales is your marketing expenditure?

12. Calendar

Graphically depict a summary of your marketing activities by month.