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?
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
   - Seminars and Conference Presentations
   - Event Marketing
   - Collateral Material
   - Public Relations
   - Personal Selling
   - Telemarketing
   - On-going Marketing Research
   - Cause Related Marketing
   - Promotions
   - Open Houses
   - 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.