Marketing Plan Outline

Marketing Plan

- Product name
- Product / brand trade name / trade mark and/or DBA

Product Definition

- Clear description of product / service to be marketed
- Goals: sales figures and strategic goals

Analysis

- Company Analysis
- Competitor Analysis
- Customer Analysis
- Collaborators and in some cases, stakeholders
- Climate
- SWOT Analysis

Market Segmentation

- Demographic segmentation
- Geographic segmentation
- Psychographics segmentation
- Behavioral segmentation
- Customer type
- Buyer behavior

Alternative Marketing Strategies

- Re-branding
- Positioning as a premium or value product
- Discontinuing
- If applicable, free and more free samples or trials

Selected Marketing Strategy

- Product
  - brand name
  - quality
  - warranty
  - packaging
  - scope of product line
- Price
  - list price
  - discounts
  - bundling
  - payment terms and financing options
- Distribution (Place)
  - distribution channels
  - motivating the channel
  - criteria for evaluating distributors
  - locations
  - logistics
- Promotion
  - advertising
  - public relations
  - promotional programs
  - budget
  - projected results

Short & Long-Term Projections

- Forecasts revenues and expenses
- Break-even analysis

Conclusion

- Summary of all

Actions

- Prepare a: To do list

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