

The Marketing Plan: An Introduction

A marketing plan helps your business reach its maximum potential. It allows your organization to see its situation more clearly, identify new opportunities and notice key areas for improvement. It provides a clear path to success that helps you best allocate scarce resources, align your team's efforts and track and measure progress along the way. It's a critical component in getting the most out of your marketing efforts.

Here is a basic outline for a marketing plan that would be tailored to meet your organization's specific needs.

1. EXECUTIVE SUMMARY

2. SITUATION ANALYSIS

2.1. Market

- 2.1.1. Overview
- 2.1.2. Segmentation
- 2.1.3. Growth forecasts
- 2.1.4. Current market position (from the customer's viewpoint)
- 2.1.5. Key factors for success

2.2. Competitive Analysis

- 2.2.1. Overview
- 2.2.2. Competitors and market shares
- 2.2.3. Competitor weaknesses

2.3. Internal Analysis

- 2.3.1. Overview
- 2.3.2. Resources to leverage
- 2.3.3. Strengths and competitive advantages
- 2.3.4. Weaknesses to overcome
- 2.3.5. Client/customer base
- 2.3.6. Business segments growth potential and profitability analysis

2.4. Environmental Analysis

- 2.4.1. Overview
- 2.4.2. Trends
- 2.4.3. Opportunities prioritized by attractiveness and achievability
- 2.4.4. Threats ranked by probability and impact
- 2.4.5. Challenges to overcome



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3. OBJECTIVES/DEFINITIONS OF SUCCESS

3.1. Financial Objectives

- 3.1.1. Revenue, net profitability, gross margin, etc.

3.2. Marketing objectives

- 3.2.1. Quantitative goals (market share, leads generated, etc.)
- 3.2.2. Qualitative goals (customer satisfaction, brand strength, etc.)

4. STRATEGY

4.1. Target market segments

- 4.1.1. Priorities (by profit potential, ease of penetration, strategic importance, etc.)
- 4.1.2. Approaches
- 4.1.3. Pain points
- 4.1.4. Value propositions

4.2. Product/service offerings and differentiation

4.3. Positioning statement

4.4. Lead development / Buy-cycle process

- 4.4.1. Acquisition
- 4.4.2. Qualification
- 4.4.3. Nurturing and development
- 4.4.4. Sales approach and needs

5. IMPLEMENTATION

5.1. Key messages

- 5.1.1. Copy elements
- 5.1.2. Headlines
- 5.1.3. Takeaways

5.2. Creative Strategy

- 5.2.1. Personality
- 5.2.2. Tone
- 5.2.3. Key images
- 5.2.4. Style

5.3. Development budget

5.4. Measures of success

5.5. ROI expectations



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5.6. Tactics in priority order (a list of all recommended tactics)

- 5.6.1. Overview of the tactic
- 5.6.2. Objective
- 5.6.3. Timing
- 5.6.4. Investment
- 5.6.5. Description
- 5.6.6. Responsibilities/ownership
- 5.6.7. Measurement criteria

5.7. Sales forecasts and milestones

5.8. Evaluation and measurement process

5.9. Resource needs

- 5.9.1. Capabilities/competencies to build
- 5.9.2. Measurement systems and procedures
- 5.9.3. Marketing research needed
- 5.9.4. Manpower/support services/technology needed

