

MARKETING PLAN OUTLINE

I. Executive Summary

- 1) Briefly describe your business environment, including: current conditions; brief business history; recent business activities; sales/performance history; market share; and major customers.
- 2) Describe the mission and vision.
- 3) How do you wish to be perceived by your current and potential clients and other stakeholders?
- 4) What are some of your organization's specific goals and objectives that can be achieved through this marketing plan? (*summarize*)

Short-Term

Long-Term

- 5) Describe your marketing approach to help you achieve your company goals. (*summarize*)

II. Current Brand, Image, Message

(This section may be important for some companies and not for others. Complete it if only if it is relevant to your marketing approach)

- 6) Describe the strategy(ies) your company is using, if any, to brand your products and services
- 7) What is the image you want to convey to your customers, suppliers and employees? What do you say about yourselves? What do you want "them" to say about you?
- 8) What messages are you conveying to your stakeholders: mission, vision, values statements; logo and "tag lines"; promises made and value proposition conveyed?

III. Company Profile

PRODUCTS/SERVICES

- 9) What specific products/services do you currently offer? How much revenue was generated by each product/service during the past year?
- 10) How much revenue was generated by each product/service during the past year?
- 12) List the specific features of each of your products/services?
- 13) What benefits do each of these product/service features give your customers?
- 14) What advantages do each of your products/services have over the competition (unique features, expertise, patents, training/experience, etc.)?

15) What are the drawbacks or perceived weaknesses of each of your products/services?

PRICE

16) Describe your company pricing policy.

17) What are the prices of each of your products/services?

18) How were these prices determined?

19) What is your current product/service mark-up (dollars and/or percent)?

20) Do your prices cover costs and leave a desirable margin of profit? How much?

21) How do these prices compare with your competition?

22) Are your prices in line with what your potential customers are willing/able to pay? How do you know?

23) Are your prices in line with your desired image? How?

DISTRIBUTION

24) What are your methods of selling/distributing your products?

25) Where are your products/services currently being sold?

26) How accessible are your products/services to your potential customers?

PROMOTION

(Distinguish external and internal promotion/communications)

27) Through what channels are your products/services currently being advertised/promoted?

28) How much was spent on advertising/promotion last year? Break down by category

29) What are the strengths and weaknesses of your advertising/promotions?

30) How did you measure and evaluate your advertising/promotions?

IV. Market Analysis

CUSTOMERS & TARGET MARKETS

31) Describe your current customers.

32) Do you segment your clients into segments? If so, describe them.

(Complete the remainder of this section for each segment.)

33) What are the demographics of your customers—retail (age, sex, income range, marital status, etc) or business (years in business, annual revenue, number of employees, products/services sold, etc.). What are their psychographics (needs, trends, growth, buying motives, etc.) of your current customers? Why do they buy from you?

- 34) What is your market area (i.e. the specific region, area, territory where you currently sell your products/services -city/town, county, region, state, continent, global)?
- 35) Who are the potential new customers for your products/services in your market area?
- 36) Do these prospective customers differ from your current customers?
- 37) If so, what are the demographics and psychographics of your potential customers?
- 38) Why do or would your current/potential customers use or purchase your *types* of products/services? What are your competitive advantages?
- 39) What qualities do your current/potential customers look for when purchasing these products/services (price, product quality, product features, geography, image, etc.)?
- 40) Where do your current/potential customers presently go to purchase these products/services?
- 41) How much will your current/potential customers spend this year (plus any historical trends) on your type of products?
- 42) How do your current/potential customers learn about your types of products/services?

COMPETITION

- 43) Who are your leading direct competitors?
- 44) How many years have they been in business?
- 45) What products/services do they offer?
- 46) What is their estimated market share?
- 47) How do they compare to your business in terms of price, quality, service, personnel, reputation, brand recognition, and marketing approach?
- 48) Who are your leading indirect competitors?
- 49) How many years have they been in business?
- 50) What products/services do they offer?
- 51) How do they compare to you in terms of price, quality, service, brand recognition, and marketing approach?

OPPORTUNITIES & OBSTACLES

- 52) What opportunities exist to increase sales to your current customers?
- 53) What obstacles exist to increase sales to your current customers?
- 54) What opportunities exist to attract new customers in your current markets?
- 55) What obstacles exist to attract new customers in your current market?
- 56) What opportunities exist to attract new customers in new market areas? .
- 57) What obstacles exist to attract new customers in new market areas?

V. Marketing Objectives, Strategies, & Tactics

(Repeat section for each client segment)

- 59) What goals/objectives do you hope to accomplish through your marketing efforts (i.e., Increase customers in your current market area? Increase sales to your current customers in your current market area? Increase customers in new market areas?)?
- 60) What do you wish to relay to your existing/potential customers through your marketing?
- 61) Within what length of time do you hope to achieve your goals/objectives?
- 62) Consider what approaches and changes will be needed to accomplish your goals (i.e., How much of your marketing efforts will focus on each market segment? Developing new products/services or enhancing existing products/services features? Altering the price? Changing your location or distribution channels? Improving your promotion/advertising? Adjusting the size/skills of your customer service/sales force?).
- 62) What are the critical issues and keys to success?
- 64) How will these changes be introduced to your existing and potential customers?
- 65) How do you expect your customers to react to these changes?
- 66) Considering all of these issues, develop a set of strategies and tactics that will help you achieve your goals.

VI. Implementation

- 67) What tasks will need to be completed prior to launching your marketing plan?
- 68) What tasks will need to be undertaken in support of your marketing plan?
- 69) What is your schedule/timeline for carrying through each step of your marketing plan (from preparation to evaluation)?
- 70) Who will be responsible for directing and evaluating your marketing plan and what will their duties be?
- 71) Who will be assisting in your marketing plan and what will their respective duties entail?

VII. Marketing Budget

- 72) What is your budget for developing and implementing your marketing plan?
- 73) What are the specific costs associated with your marketing plan (amount towards public relations, direct mail, radio, etc.)?
- 74) How much of your marketing budget will be spent on each product/service?
- 75) How much of your marketing budget will be spent on each of your target markets?

VIII. Projected Outcomes & Sales Forecasts

- 76) How are total sales or other outcomes expected to be affected by this marketing plan
- 77) How are the sales or other outcomes of each of your products/services expected to be affected by this marketing plan?
- 78) How are your sales or other outcomes expected to be affected in each of your market segments?

IX. Evaluation & Measurement

- 79) How will you measure the impact of your marketing plan?
- 80) How often will you evaluate and reassess your marketing plan and strategy?
- 81) Who will be responsible for measuring and assessing results?