



Marketing Plan Outline

SITUATION ANALYSIS

Product/Service Definition

1. Define the product or service you are marketing. Do a separate plan for each product/service.
2. Where is it on the product life cycle stage? (early, middle, late)
3. What are the key issues facing this product or service? (declining sales/demand, heavy competition, considered a commodity, not well understood, fuzzy promotion, hard to find, poor quality, bad reputation, pricing, out-of-date styling)
4. What are the key features and benefits of this product?
5. How is this product priced? (Loss leader, competitively, low end/high end)
6. Do you think it is priced correctly?
7. How easy is it to buy substitutes?

External Situation Analysis

1. Market Factors: size, growth, cyclical, seasonality
2. Industry Factors: capacity, threat of substitutes, new product entry prospects
3. Environmental Factors: economic, social, political, legal
4. Trends: demographic, technological
5. Perform a SWOT analysis to identify the strengths, weaknesses, opportunities and threats

Competitor Analysis

1. Who are the primary competitors?
2. Who is a likely future competitor and what are the barriers to entry? (cost, size of market, too many established players, strong brand names, strong existing distribution channels)
3. What is the approximate marketshare breakdown?
4. What is your reputation vis-à-vis the competition?
5. How do you stack up against the competition? (Resources, location, experience, track record?)
6. What is your real competitive advantage?

Promotional Analysis

1. How is the product/service currently promoted? What works? What doesn't?
2. How is the product/service sold? (face-to-face selling, online, in stores, by appointment)
3. What distribution channels are currently used? Are they effective? Should they be changed/expanded?



Customer Analysis

1. Who are the current and likely customers for this product/service?
2. How are these customers segmented and targeted? (business type, location, size)
3. What are the characteristics of each segment? (demographics, geographic location, buying patterns/behavior, other factors)
4. Are the customers brand loyal or are they likely to switch easily?
5. What is the potential size of each segment in terms of number of likely buyers, dollar purchase potential and its likely growth?
6. Where do customers buy now? Will that change? (distribution channels)
7. Who are the people involved in the sale? (Buyers and influencers?)
8. Why should they buy from you versus someone else?

MARKETING OBJECTIVES

1. Resulting from the situation analysis, for each product/service identify:
 - a. Target market(s)
 - b. Key messages
 - c. Market positioning
 - d. Specific goals: lead generation, market awareness, specific number of new clients
 - e. Budget
 - f. Timeline
2. Develop an integrated promotional program (aligned with budget and people resources) to highlight the features, benefits, and competitive differentiators. Tactics could include: advertising (TV, print, radio, outdoor), public relations, media outreach, direct response (electronic and/or print), special events, web based marketing, personal selling.

MEASUREMENT AND EXPECTATIONS

1. What do you expect to happen as a result of your marketing efforts? Leads? Increased awareness? Increased sales over a specific period of time? Increased marketshare? Get "X" number of new clients?
2. How will you measure the effectiveness of your efforts? Formal or informal market research? Tracking sales? Comparison to competition?

Marketing With Distinction, LLC
Melissa Wall, Founder
37 Cortland Place
Oxford, CT 06478
Tel: 203-888-9995 Fax: 203-888-9997