

Marketing Plan

-template-

with Drew Boyd

1. Executive Summary

- Business definition
- Scope
- Goals
- Strategies
- Budget

2. Situation Analysis

Competitive Analysis

- Matrix

Company Analysis

- Strengths
- Weaknesses

Product Analysis

- Feature-benefit ladder

Customer Analysis

- Importance ratings
- Perception ratings
- Buying proces

Market Analysis

- Opportunity by customer type

3. Strategy

Segmentation

- Demographic
- Geographic
- Behavioral
- Psychographic

Targeting

- Opportunity by segment

Positioning

- Five-box chart
- Reasons to believe (RTBs)

Goals

- Specific
- Measurable
- Attainable
- Relevant
- Time bound

4. Tactics

Products and Services

- Features
- Performance
- Design
- Customer experience

Pricing

- Value analysis
- Recommended prices

Price Communication

- Who
- What
- Why
- When
- Where

Promotion

- Objectives
 - Basic awareness
 - Top-of-mind awareness
 - Information awareness
 - Image awareness
 - Behavioral awareness
- Media
 - Channel
 - Frequency

Social Media

- Listen
- Join
- Shape

Channel

- Length
- Breadth
- Depth

Financials

- Revenue projections
- Budget

5. Implementation

- Timing and Responsibility

6. Measurement

- Key performance indicators
- Breakeven analysis
- Customer lifetime value analysis