

## MARKETING PLAN OUTLINE

(Recommended Length: 3-5 pages)

### 1. Company Name

### 2. Marketing or Promotional Statement

5-7 words briefly describing your business and its product or service

### 3. Product or Service Description

Nature and detailed description of your product or service

*What do you sell?*

*What are the benefits your products/services?*

*What is special, unique, or different about your product or service?*

*Describe your Unique Selling Proposition (USP).*

### 4. Market Analysis

Service/Industry Background and Description

Market Segments

Current Market Situation Analysis

Competitive Analysis - Strengths, Weaknesses, Opportunities and Threats

Marketing Research

*Who are your competitors?*

*What do your competitors do better than you?*

*What do you do better than your competitors?*

*What is your competitive position?*

*How large is your overall market?*

*What is your market share?*

*Is your market share increasing, shrinking, or stable?*

*How do your prices compare to your competitors' prices?*

*How do you establish prices?*

*What are your business strengths?*

*What are your business weaknesses?*

*What might keep you from achieving your goals?*

*Is your market changing in any ways?*

*What facts or new information do you need to figure out?*

### 5. Target Market

Target Market Definition

Demographic and Psychographic Profile for Primary and Secondary Customers

*What are your target markets?*

*Who are your current customers?*

*What are their buying habits?*

*Why do your customers actually buy your goods/services?*

*Who are your best customers and prospects?*

## Marketing Plan Outline (Continued)

### 6. Marketing Objectives

Revenues (Year one, Year two, Year three)

Profits (Year one, Year two, Year three)

Market Share – Optional

*What are your overall goals?*

### 7. Sales Plan

Prospect Identification

Creating Awareness

Creating Conviction

Creating Orders and Reorders

*How do you sell your product/service?*

*What are your sales practices?*

### 8. Creative Strategy

- Unique Selling Proposition

- Copy/Tone Theme

- Visual/Image Theme

- Incentive

*How will you communicate your marketing message?*

### 9. Media and Communications Strategy/Tactics

Radio

Print

Guerilla Tactics

TV

Direct Mail

Internet

Cable

Out-door

Yellow Pages

Miscellaneous

*What will be your media mix?*

*What is your rationale for using media?*

### 10. Other Marketing Activities

Trade Shows

Event Marketing

Public Relations

Telemarketing

Cause Related Marketing

Open Houses

Seminars and Conference Presentations

Collateral Material

Personal Selling

On-going Marketing Research

Promotions

Miscellaneous

*How do you promote your business?*

### 11. Budget

*How much will your marketing efforts cost by item and total?*

*What percentage of sales is your marketing expenditure?*

### 12. Calendar

*Graphically depict a summary of your marketing activities by month.*